

The

OCTOBER, 1922

RETAIL DRUGGIST

AMERICAN DRUGGIST
62 West Broadway
NEW YORK N.Y.

Published by
The Commercial Press Limited

of Canada

51 Wellington Street West
Toronto

Announcing

Marion Harris



Exclusive Artist for

Brunswick
PHONOGRAPHS AND RECORDS

Reigning Queen of Popular Songdom and World-wide Vaudeville favorite signs exclusive contract with Brunswick.

A new star in the Brunswick constellation! Another celebrity already well known to the millions. A singer with a personal following on two continents. Whose very name would sell almost any record.

Her initial Brunswick Records are brilliant examples of her charming voice and personality as well as the fidelity of Brunswick recording.

In the New HALL OF FAME

Guiseppe Danise	Florence Easton
Claire Dux	Theo Karle
Richard Strauss	Leopold Godowsky
Elly Ney	Max Rosen
Mario Chamlee	Tino Pattiera
Marie Tiffany	Willem Willeke
Bronislaw Huberman	

EXCLUSIVE BRUNSWICK ARTISTS

2309—I'm Just Wild About Harry

(Song Hit from "Shuffle Along")

My Cradle Melody

(Darky Croon Lullaby)

*Write us about Prices, Profits,
and Service.*

The Musical Merchandise Sales Co.

Sole Canadian Distributors

Head Office: 79 Wellington Street W., TORONTO

MONTREAL, 364 St. Catherine's St., East

WINNIPEG, 143 Portage Ave., East

RS
1
R48
v.9
no. 10
1922
c.1
PHARMACY

Bayer Gives "Free Goods"

On Mixed Orders Equivalent in Value to Orders Listed Below

1/2 Doz. 12's FREE with 3 Doz. 12's	1/2 Doz. 24's FREE with 3 Doz. 24's
1 Doz. 12's FREE with 6 Doz. 12's	1 Doz. 24's FREE with 6 Doz. 24's
2 Doz. 12's FREE with 12 Doz. 12's	2 Doz. 24's FREE with 12 Doz. 24's

In Addition Your Jobber Allows—

5 % net on 3 Doz. Assorted
7 1/2 % net on 6 Doz. Assorted
10 % net on 12 Doz. Assorted

Stock "Bayer" in quantity sufficient to take advantage of Free Goods and Discounts and Greater Profit. Absolutely no risk.

"Bayer Tablets" of Aspirin are guaranteed to sell. If for any reason they do not move fast enough to suit you, send them back and get your money.



Bayer-Tablets of Aspirin

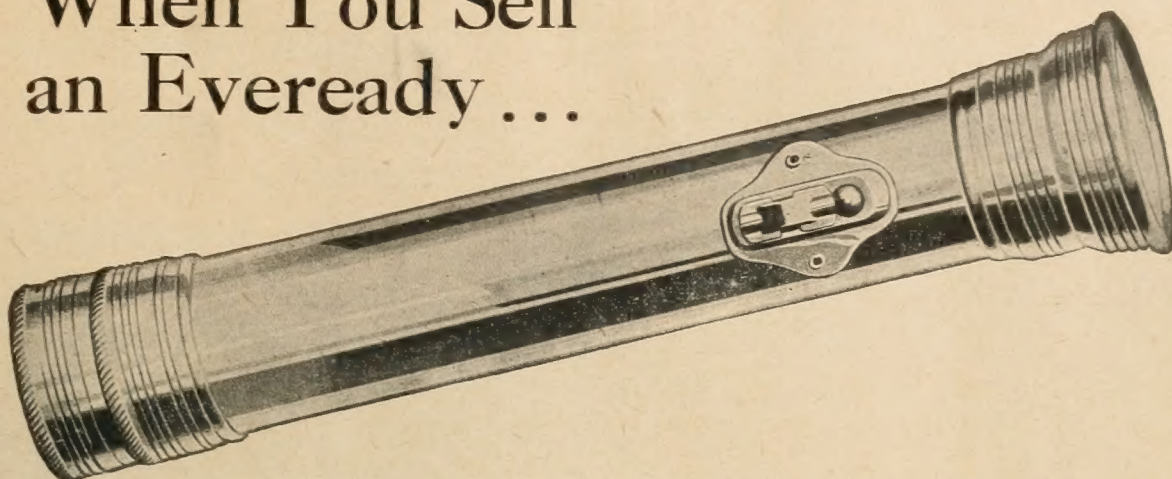


Aspirin is advertised in your own home newspapers and the magazines. You can share, without cost to you, in the business created by this big advertising campaign by showing a Bayer window display in colors. Write for it today.

THE BAYER COMPANY, Limited, WINDSOR, ONTARIO

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylic acid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."

When You Sell an Eveready ...



EVEREADY
SPOTLIGHT
with 300 foot
range

.....

you are selling more than a flashlight. You are selling the acknowledged leader among flashlights. The first flashlight made was the Eveready—and it is still the **first** flashlight in the choice of all discriminating buyers.

Each new season brings out new uses for Eveready. Now that Fall and Winter are at hand—longer nights, semi-dark evenings—there will be more need than ever for Eveready Flashlights.

Send your order to your jobber today and insure **your** share of Eveready profits.



**The Eveready
Unit Cells**

The greatest step in simplifying the selling of Flashlight Batteries. These two units (No. 950 and No. 935) in various combinations, fit any tubular flashlight sold. Order a handy display carton of Eveready Unit Cells through your jobber.

EVEREADY FLASHLIGHTS & BATTERIES

CANADIAN NATIONAL CARBON CO.

LIMITED

MONTREAL

TORONTO

WINNIPEG

OPPORTUNITY



To sell an article and make money is to always keep up your stock. Don't allow your stock of

Pluto Water

to run low, as it is prescribed every day by the medical profession and thousands of dollars are paid out every year in medical journals and other good mediums to bring in the buying public. It furnishes a liberal profit and is a quick seller.



PLUTO

Have you had one of our attractive Customer Pulling window displays? Why not? Sent on request, prepaid.

Bottled by the
French Lick Springs Hotel Co.
French Lick, Ind.

FRENCH IVORY Toilet Articles and Cases

We have just received our
Fall supplies of

Holiday Specialties

and are NOW in a position to
make deliveries both to
those who have placed orders
with us and to those who an-
ticipate purchasing.

Make an early display and
*secure the business which
is awaiting* you.

The Lyman Bros. & Co., Limited
TORONTO - ONTARIO
Wholesale Druggists Since 1838

The World's Standard



MARVEL

Whirling Spray Syringe

MARVEL COMPANY

25 West 45th Street, New York City

Canadian Distributor:—MacLean, Benn & Nelson, Ltd.
489 St. Paul St. W., Montreal.

Condy's Fluid

Has been the leading disinfectant
for over one hundred years. Is
the leader and always will be.

Condy's Fluid

is a necessity in the house.
All druggists should handle
this profitable line.

CONDY & MITCHELL

LONDON, ENGLAND LIMITED

HAROLD F. RITCHIE & CO., LIMITED

Agents for Canada

10-12-14 McCaul St. TORONTO, ONT

JONES SECTIONAL FIXTURES



& JONES UP-TO-DATE SHOW-CASES

ARE TWO OF THE MOST
IMPORTANT THINGS TO HAVE IN MIND WHEN
CONTEMPLATING DRUG STORE EQUIPMENT.

JONES BROS. & CO., LIMITED

Western Branch :
437 Main Street
WINNIPEG, MAN.

Modern Drug Store Builders
20-31 Adelaide Street, West
TORONTO, Ont.

Eastern Branch :
71 Bleury Street
MONTREAL, QUE.



Pay Only \$8⁵⁰ a Dozen
for
MARMOLA Prescription Tablets

A Higher Price is Unfair to You —

A number of Canadian Jobbers have been charging \$10.50 and more a dozen for Marmola Prescription Tablets. That price is unjust. The correct price to pay is \$8.50 a dozen, because that is all the jobber has to pay for Marmola Prescription Tablets delivered to his warehouse. The jobber pays no duty or transportation charge. A liberal discount gives the jobber his profit.

If your jobber is overcharging you for these famous reducing tablets, send to the Marmola Company at Detroit, Michigan, U.S.A., for your

supply at \$8.50 a dozen, duties and transportation charges paid by us. We prefer to have your own jobber handle your business, but not at your expense. *Marmola Prescription Tablets* are now put up in a new sanitape package which we have adopted for all shipments after July 1st., 1922. Dilaxin, the laxative tablet made by the Marmola Company is now also available in a new 25c sanitape package, in addition to the old 50c box. The trade prices are \$2.00 and \$4.00 a dozen respectively. No retailer should pay more.

The MARMOLA COMPANY, Detroit, Mich.

Advanced Price 25s. net.

Chemists 23s.

Reprint of Nineteenth Edition

SQUIRE'S COMPANION

TO THE

BRITISH PHARMACOPOEIA, 1914

Published by J. & A. CHURCHILL
7 Gt. Marlborough St., W. 1.

The Chemist and Druggist says—"It is the largest British book of the kind whose utility is recognised equally by physicians and pharmacists, while it is also distinctive in containing information that is wanted by specialists in chemistry, medicine and pharmacy. It maintains its unique position as a national work of reference."

The Prescriber says—"Neither medical man nor pharmacist can afford to be without the latest edition of *Squire's Companion*."

The Perfumery and Essential Oil Record says—"This useful volume cannot be too highly commended."

Leaflet and Quotations on
application

SQUIRE & SONS, LTD.
413 Oxford Street - London, W. 1.

Chemists on the Establishment of The King



Sunset
Quality

*Has Never Been Approached
By Any Other Household Dye*

SUNSET—
Costing more to
manufacture—
having more
merit—giving
better service—
creating a better
opinion from
all who handle
it—will main-
tain its stand-
ard, the highest—
and its price
15c will not be
changed.

Because: when the making of a powdered dye is finished, that is where the real manufacture of SUNSET begins. It is then that we put into each cake the "know how" of the professional dyer that makes such wonderful results, so easy to obtain with SUNSET. It costs real money to put this quality in, and there is no margin for the bait of "free goods"—but there is the positive assurance to the dealer that he is selling his trade the finest household dye ever manufactured in any country—bar none. Your customers know this quality and that makes SUNSET a sure repeater.

SUNSET
SOAP DYES
ONE Real Dye For ALL Fabrics

Sales Representatives
Harold F. Ritchie & Co., Ltd.
10 Mc Caul St., Toronto, Can.
North American Dye Corp., Ltd.
Manufacturers
Toronto, Canada.

Collapsible Tubes



The main factor in production costs to-day which is dear, not cheap, is labour. We have minimised the incidence of this factor by equipping our Works with the most up-to-date labour-saving machinery, hence we are able to combine as low prices as any house in the trade with the very highest quality and finish and the other attributes of our service which have rendered our name famous throughout the world for our specialties.

Beit's & Co. Ltd.
1. Wharf Rd., City Rd.
London N.1., Eng.

Established 1857

INGRAM'S PATENT BAND TEATS

(No. 17617)

In addition to the well-known "Agrippa" Band Teat and Valve, this important Patent Band is fitted to other shapes, a few of which are illustrated below.

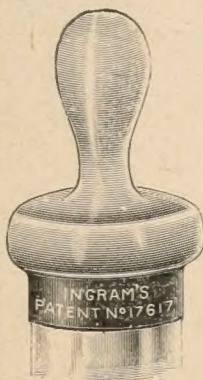


Fig. 225 B.

The chief feature of the "Agrippa" Patent is the extraordinary gripping power caused by the interior band of rubber which holds on to the bottle, absolutely refusing to accidentally slip off.

BRITISH-
MADE

WILL
NOT
SLIP
OFF

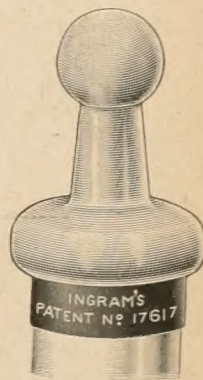


Fig. H. B.

Ingram's Patent Band Teat and Valve "AGRIPPA" are perfectly Hygienic. The Rubber has been specially prepared so as to withstand actual boiling, and does not deteriorate by frequent repetition of this boiling process.



The Perfect Teat

Ingram's
Patent Band Teat
"AGRIPPA"

TRADE MARK



Fig. 224 B.

FITS
ANY
BOAT-
SHAPED
BOTTLE

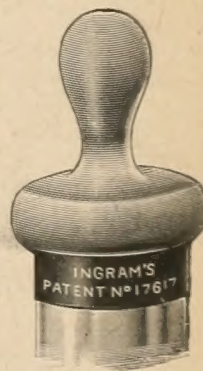


Fig. A. B.

Made of the finest rubber, black or transparent

Selling Agents throughout Canada, Sharland & Co., Eldon St. House, London EC2. England

Samples and prices can be obtained from Sharland & Co.'s sub-agents, Messrs. SNIDER & BOSSONS—
13 Leader Lane, Toronto 401 Canada Buildings, Winnipeg
Terminal City Club, Vancouver

Made by the firm of Ingrams, London, Scientific Manufacturers of Surgical India Rubber Goods, Established in London in 1847, and whose Brand, "Ingram's London" is a guarantee of Quality.

J. G. INGRAM & SON, Limited
The London India Rubber Works
Hackney Wick, LONDON, E.9., England



How we help you to Increase Sales

Next to making the best Fountain Pen in the world, the biggest thing we do for you is to advertise it. Every month in the year, we have timely, seasonable, interesting, advertisements in the principal newspapers and magazines of the Dominion from coast to coast.

For instance our September advertisement was "The Opening of School"—our October announcement will be on "The Bumper Crop". This advertising is constantly increasing the prestige of



and every dealer benefits by it.

Do YOU take advantage of this advertising and connect your store with it in your own advertising?

Here again, we can help you. We have a large number of seasonable, eye catching illustrations that will lend variety and attractiveness to the advertisements, and we will gladly send electrotypes of these to dealers who will co-operate with us. We have these cuts in both single and double widths—and will make larger sizes if desired.

In fact, our advertising department is always ready and willing to write special advertisements for you, and supply the necessary cuts of all sizes and types of Waterman's Ideal Fountain Pen. Command us.

W. L. Waterman Company, Limited.

179 St. JAMES STREET

MONTREAL

INCREASE YOUR SALES OF COUGH AND COLD REMEDIES

How some dealers have increased their sales of cough remedies—Various forms of publicity that have brought attention to the store and induced sales.

By A. H. Boyd

RETAIL druggists, like every other class of retail merchants, must keep abreast of the times if they wish to succeed. They must be just as enthusiastic as any other retailer and anticipate the requirements of customers by looking into the future. Here are the methods of some retailers for introducing and pushing the sales of their cough and cold remedies.

Community Advertising Helps

One wide-awake druggist whose store is located in one of the suburbs of Toronto and who carries a number of lines which are not found in all of the larger city stores, adopted the method of advertising in a community house organ. This little publication goes practically into all the homes in that community, is read faithfully by the residents, and in this way the store became firmly fixed in their minds. This method of bringing his cough and cold remedies to the attention of the people in that district proved better than window displays, as most of the people who worked in the city did not pass his store and, therefore, it is better to get his message into the homes.

Windows of Great Assistance

An east end druggist whose store is located on a corner which is also a street car junction makes good use of his window for the display of seasonable lines. He is located in a good residential district, and makes his store clean and attractive for the people of his community.

This druggist takes advantage of manufacturers' helps, and as at the present time there are many attractive show cards and window cut-outs which will materially help the wide-awake druggist to draw attention to his cough and cold remedies at this season, he has plenty of material to draw on.

A Novel Publicity Method

A druggist located in the centre of the city, in a workingman's district, finds cough and cold remedies a prominent line. At one time he put up his own preparations, but finds now that manufacturers can dispense, bottle and put up these special remedies from his own formula much cheaper than he can, so this is arranged in the season, the manufacturer, of course, putting the druggist's distinctive label on the bottles.

One of the best means of bringing his store to the attention of the residents in the surrounding districts is through the use of movie slides in a near-by theatre which is somewhat of a community centre. This has been found to be a better method than direct advertising, which has been discontinued, although

he still uses counter circulars with his own imprint supplied by manufacturers.

Manufacturers' Helps

Druggists as a rule do not make as good use of circulars supplied by leading manufacturers as they should. These are usually of a very attractive nature and cost a considerable sum of money. A druggist whose store is located in a business section of the city, besides giving considerable attention to his windows, makes a strong play on cough and cold remedies by distributing manufacturers' helps extensively among the people of the district. These, of course, bear the name of his store, and they have been successful in moving quite a quantity of this class of merchandise.

Cough Drops Should Be Displayed

Druggists at this season should not forget to make a determined drive on cough drops. There is a ready sale for these little preventives, as many people use them to keep the mouth and throat antiseptic and so arrest the serious cold which may follow by being in an atmosphere where colds are prevalent.

One druggist located in the Beach district finds a ready sale for lines of cough drops. This has been accomplished through display and the suggestions of the proprietor. A counter with a glass top has a drawer underneath divided into sections. This drawer is neatly arranged with well-known brands of cough drops, together with packages of confectionery and a few lines of chewing gum. As the customer's change is placed on this counter he or she cannot fail to see this display, and a sale invariably results. Besides this he makes good use of manufacturers' display cards, which are hung from the ceiling or placed on top of the wall cases, and frequently during the Fall and Winter months his whole window space is given over to the displaying of well-known brands of cough and cold remedies.

Nothing has been said of the large down-town stores which use extensive advertising as a means of increasing sales. Some of these houses use large space in the daily newspapers emphasizing their seasonable lines and special value features. Perhaps the strongest point of these stores is the price feature which they place on many of their own remedies. These firms also offer specials to induce people to stop down town and also to catch the trade of those who are already down town. Needless to say a prominent feature of the down town store is the attention

COLD REMEDY

October is typically a month of colds, and early fall months bring colds that are liable to stay. Great protection is necessary since these colds can run into serious ailments if not prevented. Our Cold Remedy is especially designed to combat any cold from its cause and to head it off in the quickest possible time. This particular remedy accomplishes this particular purpose. That makes it the remedy you should be articular about buying. It costs the same as ever.

Laxative Cold Breakers, . . .	25
White Pine Spruce Bal-	
sam.	25 50

A timely and convincing advertisement that will sell more cough and cold remedies.

given to window displays, as they must have attractive windows to catch the eye of the passing public. This trade, however, is valuable and every druggist should give attention to his window and attract the casual customer as well as the permanent one.

In retail selling there is a psychological time to display

certain lines of goods, and now when nights are chilly and people are preparing for cold weather is a good time to bring your cough and cold remedies and cough candies to the front and put the thought of preventative remedies into the minds of the people. Window displays, advertising and manufacturers' helps will aid very materially in accomplishing this.

MAKING THE BOOK DEPARTMENT PROFITABLE

How one of our Canadian druggists drew attention to his book stock.

IN the majority of the smaller towns and cities of Canada the druggist is also the book dealer and stationer. It cannot be said that the line is often a profitable one except at Christmas time, and most druggists handle books as they do postcards—simply as a sort of duty. Under these circumstances, it is scarcely to be wondered at that there is no great demand for them. What the druggist must do is to push this line as hard as he does drugs and soda water, stationery and toilet articles. The book department should have its turn in the show window, and in newspaper advertising—and this does not apply to school books, either, but to fiction and other books as we say.

It would be folly to say that he should carry a large stock, at least until he has worked up a trade that is sufficient to warrant it, but he should let the public know that he handles them—and that he can procure in a short space of time any book he may not have in stock.

But—you must “first catch your hare”—and before enlarging your department you must first get people interested in your books. One of our Canadian retail druggists went about this in a very effective manner. Through the columns of the paper and by cards in show window he offered three prizes—each being a choice of any of the current season's fiction—for the best letter on “What is to be seen in Blank's Book Department.”

These prizes were for ladies, for boys, and for girls, each of whom, in a letter to a real or imaginary friend, should tell about some of the books he saw at “Blank's.” The contest lasted for six weeks, and each week three letters were published—one of the stipulations being that all letters became the property of the firm, and that none of them should exceed 500 words. The success of such a plan in arousing interest is at once apparent. No one could write on the subject without actually visiting the department and seeing for himself what it contained—perhaps reading snatches in several of the books, in order to render his account more vivid. In this way, in most instances, the reader found something that he wished especially for his own library. In a small town the effect would be greater than in a city, for as the letters appeared in the paper, they would be read by all the friends and acquaintances of the writer, and as many of them would refer to the same books these titles would become impressed on the minds of the readers, and an interest in them be aroused, so that the reader, too, would step into the store to inquire about these books. In this way, like the ripples caused by a pebble thrown in the water, the interest in these books would extend to an ever-widening circle.

It would likewise become impressed upon the public mind that this was *the* bookstore of the town, and before long

people would instinctively turn thither for any book they fancied. Of course, in many instances it would not be kept in stock, but the druggist would be able to show the seeker that he (the druggist) could procure the book in as short or shorter a time than the inquirer, and this at no cost or trouble to him. A few months of close attention to this branch of the business would enable the druggist to know what books were in most demand, and to enlarge his stock along these lines.

After all, what is mainly needed is publicity, and a few weeks of concerted advertising will transform a moribund department into one of life and activity.

Don't Forget Hallowe'en Business

By Wm. S. Adkins

“I always forget what night Hallowe'en comes on,” remarked the old-time dispenser about the middle of October, “but I don't forget the holiday itself, and it is about time to be getting ready for it. A look in the old dictionary will tell me what I want.”

So he peeped into his big dictionary and read the following:

Hallowe'en the evening of October 31.

Hallowe'en has been supposed to be the time of all other times when supernatural influences prevail.—*Domestic Folk Lore.*

An Idea for Hallowe'en

Mail circulars or advertise in paper that you will pay \$5.00 for the largest pumpkin brought to your store on the Monday before Hallowe'en. Also that you will pay the market price for the next largest pumpkin raised by different growers and brought to your store. Make a Hallowe'en display in your window by making Jack-O-Lanterns of the pumpkins using candles or electric lights for illumination at night. Use yellow crepe paper, brown leaves, etc., for background and fill space between pumpkins with articles suited to Hallowe'en and Fall use. Set the pumpkins on boxes and drape crepe paper around in dress form so they resemble grotesque figures. Place a card on each pumpkin bearing the name of the grower, viz.: “Miss Brown Jack O'Lantern,” “Miss Hoffman Jack O'Lantern Family.” This stunt will give you an advertising feature, a window display, and create interest among farmers.

SELLING GOODS BY SHOWING THEM

How Corson products put on a window dressing contest that interested 207 stores and incidentally greatly increased the sales of their toilet soaps and perfumes.

THAT window displays are good sales testers was amply shown recently when during the week of September 4 Sovereign Perfumes, Ltd., conducted a "Corson Prize Window Week" among the drug stores of Toronto. Cash prizes were awarded for twelve of the best dressed windows, and to every contestant was given a dozen of Corson's coconut oil shampoo.

To every druggist in Toronto was sent a folder explaining the rules of the contest, and a postcard for the contestant to send in his entry and to name the judges of the contest. The majority votes cast for the judges resulted in Messrs. W. G. Becker, W. N. Maltby and Samuel Roe being appointed. These judges visited all the stores entered in the contest, 207 in all, and on their votes the prizes were awarded with this result:

TAMBLYN—Queen and Lee Ave.	1st	\$30.00
DOAK—Queen St. West	2nd	20.00
MALTBY—St. Clair Ave.	3rd	10.00
WEEKS—Dundas St. East	4th	5.00
ROBINSON—Dundas St. West	5th	5.00
PETERMAN—Queen St. West	6th	5.00
PORTER—Yonge St.	7th	5.00
MABEE—Parliament St.	8th	5.00
MARTIN—Logan Ave.	9th	5.00
BECKER Mr. Ball)—College St.	10th	5.00
NIEBEL—Dundas St. West	11th	5.00
COULTIS—Bloor St. West	12th	5.00

The one principal rule of the contest was that an exclusive Corson window was to be dressed and remain unchanged for the entire week. How the two first window dressers

worked their plans is told by each of them in the letters which follow.

PRIZE WINDOW COST FIVE DOLLARS

By Wilfred S. Linton, Tambllyn Drug Store
Queen and Lee Avenue.

Everyone, I think, likes dressing windows with toilet articles, as they make up so attractively.

When "Corson Window Week" plans were made known to the Toronto druggists I was enthusiastic from the first, knowing Corson's line to be so complete and attractively put up.

I decided first on a color scheme; the "Orchid line" suggested Orchid color, purple and gold. On receipt of the handsome new Corson screens I was very pleased to see how nicely the rose shade harmonized with the purple and orchid.

The bottom of the window was covered with white figured wall paper, fifteen or eighteen cents a roll; in the centre a mat of orchid crepe paper with narrow edging of purple, showing about eight inches of white paper around the margin. Along the back of the window were placed three lattice pillars topped by Corson display cards. These pillars made from cardboard and calsomined white with a purple light in each, were partially concealed by cedar branches.

The two display stands were made of Phillips' Magnesia boxes, calsomined white, with diamond shape cutouts and purple crepe paper inset. The lights inside made the gold letters "C" show up very effectively.

On the windows were valances of purple with gold letters



The first prize winning window in The Corson products contest. Dressed by W. S. Linton for the Tambllyn drug store at Queen St. and Lee Ave., Toronto.

"C" on corners with purple portiers with gold arrow tips.

At each end of the window was placed a new perfume display stand showing the long 25c bottles of perfume.

Several dozen gladiolus sprays touched up the window and made an inexpensive display at thirty-five cents a dozen. A lampshade of purple crepe paper cast a softening glow over all.

The window was inexpensive, a roll of wallpaper, some crepe paper, a package of calomine and the flowers all costing well under five dollars.

"Corson" individual show cards are cleverly designed and helped wonderfully in selling the goods and making it a most profitable window to have in. It sold the goods.

ARTISTIC DISPLAY BROUGHT SECOND MONEY

By E. J. Doak

Doak's Prescription Pharmacy, 1470 Queen W.

There is no subject more interesting and surely there is no branch of a drug store that deserves more attention than that of window advertising.

The Corson window contest is now over, and the question has been several times asked me as to what prompted my window dressing in this contest.

There are, in my opinion, three distinct ways of dressing windows and attracting attention. Not necessarily in the rotation that I have taken.

1—Cut Prices.

2—Decorated, well-stocked and attractively arranged.

3—Something different artistic.

No. 1. could not be used in this contest as all articles are protected as to selling price.

No. 2—This is the window that, in the opinion of the judges, in this contest warranted 1st prize. This window needs plenty of space; a large stock of goods; and lastly, but by no means least, one that has ability and artistic taste to make it attractive.

No. 3—I chose this window and I am agreeably satisfied with the results. Never before to my recollection had we so many people stop and look at our window, attracted no doubt by the dressing table and surroundings, and I am certain that by means of cards and merchandise we had displayed that each and every one became acquainted with one or more of Corson's Preparations that are useful in "Mildred's" toilet, and by compliments we received, and by remarks that we heard, that the public were aware that it was Doak's Drug Store that was making the display.

We had several direct sales, not as many at the moment as you might get under No. 1 window dressing that I have mentioned, but I am certain the educational and lasting effect of the advertising will be more noticeable as the time goes on, and surely more beneficial to the druggist.

CAMPING SCENE FEATURED WINDOW DISPLAY

H. C. Betts, of H. J. Barber's drug store at Chilliwack, B.C., won the first prize for best dressed window awarded by the Nyal Drug Co. Mr. Betts' display featured a miniature camping scene, with lake in centre and creek leading into it. These waters were composed of mirrors, sand and moss forming the beach and banks. A small pier led out into the lake. The hills surrounding the lake were built up of moss, with miniature tents and figures located here and there.

An interesting bit of artifice in the window picture were the bathers in the lake. Some appeared to be partly out of the water, as if wading, while others were partly under water as if diving. This was accomplished by cutting in two a few celluloid dolls, using the top half for bathers and the lower half for divers. A snow-capped mountain top was made of talcum. Nyal products were displayed in the window.

Pointers For Hot Soda Business At The Fountain

How about the hot signs, are they conspicuous by their absence or by their presence; are they inducing people to come in and try something warm? Instead of grumbling because everything is apparently going wrong, says a writer in the *International Confectioner*, just catch the spirit of the month and be thankful that things are as well with you as they are.

Remember—That the dispenser who installs a modern two or three-compartment urn and does things in an up-to-date way has something to shout about.

That the only way to sell hot drinks is to talk them in such a way that you enthuse the public.

That a hot drink tastes better when you have a cracker or two to nibble with it.

That you will have greater efficiency if you set a standard for hot service and make every dispenser live up to it, making him responsible for his service.

That the only way to serve the best is to purchase the best and handle it better than the other fellow.

That a luncheonette will pay in any community where a reasonable number of people eat out.

That sanitation is on every tongue and that he is a wise dispenser who lets the public know the precaution that he is taking in their behalf along this line.

That flat, tasteless bouillons are usually disastrous in their effect upon the continued patronage of those who once partake of them.

That if you ask ten cents for hot chocolate you must serve one that is worth it and crowned with a generous amount of good whipped cream.

That the cream used in hot drinks must always be strictly fresh.

That warm dressings for sundaes are in demand and that a fudge urn will pay its own way with ease.

That a soiled menu on table or counter is fully as unsightly as a dirty glass.

That if you would secure more from the winter fountain business, all you have to do is to put more energy into it.

That coffee bags must be kept clean and renewed often.

That the high prices of foodstuffs mean that you must watch things carefully or the profits will be minus.

That nothing can compare with uniform results in producing real results.

That there is a demand for a real good cup of malted milk. Try stirring a spoonful of whipped cream into each cup.

That a new dispensing force every few days does not help you to maintain uniform service.

DRESS WINDOWS TO SELL GOODS

Lighting an important item—Tie displays with price cards—Making displays effective—
What, when and how to display—Some practical pointers.

By A. W. Johnson

ONE of the most important features of a window is the lighting. Have good light and plenty of it, and have it shine on the goods, not on the sidewalk or into the eyes of those looking into the window. Nothing hypnotizes the people and draws them to a store so much as a strong white light.

In exactly the same manner that the "bright lights" of down-town streets in our larger cities attract the crowds, so will the bright lights in your store window attract those walking in the vicinity of your store. When the windows of your store are a blaze of light hundreds of persons will cross to your side of the street just to see what it is all about. Under such circumstances it is of the utmost importance that your windows be so attractively trimmed as

not to disappoint those who have come out of their way to see what they contain.

Special reflectors for windows that will throw a strong white light of great intensity directly on the goods in your window can be obtained at small cost, and the lights themselves can be so cleverly masked as not to be seen.

Price Tickets Sell the Goods

One of the best advertisements a store can employ is to have its windows so brightly lighted that all the other stores in the block look dark and gloomy beside it, and this is true of any kind of business, whether drug store or not. The bright lights will attract the lookers, but it will take price tickets to sell them the goods in your window.



Interiors can also be linked up with windows. Here is the beautiful interior of Hewitt's new drug store on Danforth Avenue, Toronto. Each window and interior displays are strong points emphasized by this store. The fixtures and show cases, made by Jones Bros. & Co. Ltd. are of genuine mahogany.

Not enough thought has been given to window trimming in the past. The manager tells a clerk or the window trimmer that he wants a rubber goods or a patent medicine window, and that usually ends it.

You cannot expect to throw a few things in a window and call it a display, for there are few things in a drug store so attractive that they alone will draw attention. It is, therefore, necessary to so arrange the display or ornament the window that the attention of the passerby will be drawn or attracted to the article that is being displayed. There must be a scheme or idea back of every display.

The best idea in window dressing is to feature one article or one class of article at a time. Take talcum powder, for instance, get the idea fixed and hammer it home that your store is the place to buy talcum powder. "Your favorite talcum can be procured here" would be a good sign to use in such a window.

Some stores fill their windows week in and week out with a conglomeration of articles including everything from A to Z, without classification, like the windows of a curiosity shop. This is what window dressers call a "junk shop display" and really does more harm than good.

Be a Window Enthusiast

Window dressing is more or less an art, in the practice of which we may improve ourselves by the study of books and by the observance of other men's accomplishments. We all learn by experience, and every attempt made makes us better. We should try to profit by our mistakes as well as by our successes. You will never be able to turn out good windows, however, until you get enthusiastic on the subject of window dressing.

A half page advertisement effectively written and illustrated always attracts more attention than a full page of uninteresting copy; and a large show window without proper display or a definite merchandising idea will fail to attract or hold attention as well as will a window half the size containing show cards and a good selling suggestion.

Good judgment as to the immediate needs and whims of the people, together with careful selection and striking effects, are necessary requirements for successful window trimming. Originality is what is needed and does more toward effective window displaying than any other qualification.

A trimmer should try to bring out the important points of the goods he is displaying. If he is displaying a three-quart hot water bottle, in addition to price, he should call attention to the fact that it is large and comfortable and holds heat longer than the smaller kind. Try not to overlook anything that might appeal to a prospective customer. Keep constantly in mind that people will be influenced one way or another by your window display. You must endeavor, therefore, to make the right kind of an impression.

Quality Versus Price

Quality windows do more good than where merely price alone is featured. Price, in the mind of the average customer, is of the least importance. Quality is what counts. He thinks not so much of the price as of what he gets for the price.

It makes no difference whether it be a merchandizing window, a novelty window, or a feature window, if it is put in right and contains high-class merchandise displayed properly it is bound to do good regardless of whether you get immediate returns or not. Immediate returns are not always the best returns.

Merely to attract a crowd to your window is not enough.

A window must be able actually to sell the goods in order to make good. A live pig or a rattle-snake in your window would keep a crowd around your window all day long, but such a window would not sell merchandise, and that is what you are trying to do.

Optical illusions and mechanical and electrical displays often do more harm than good. They bring a crowd all right, but every one is so busy looking at the illusion or the mechanical part of the display, trying to figure out "how it works" that the merchandising part of the window is lost sight of entirely.

Making Mechanical Windows Sell

On the other hand, a mechanical device that actually "ties up" with the goods you are showing and demonstrates their worth, would be of the greatest value. For example, you might be showing a certain kind of soap in your window and one of your claims for the soap might be that "it lathers freely." What more convincing argument could you offer than to have a mechanical device in your window that would agitate a cake of the advertised soap in a large bowl of water in such a manner that the bowl would be kept heaping full of foamy white lather continuously?

A window of elastic belts with two mechanical hands moving backward and forward stretching a belt and a sign reading "It stretches, price \$1.00," would be sure to sell the merchandise. There are any number of good things that can be worked out in the way of mechanical displays that would help to focus the attention of the looker-on to the selling points of the goods in the window. Displays of this kind are of double value; they draw a crowd and sell goods at the same time.

Windows That Do Not Pull

If you have a window that does not actually sell merchandise try to find out what the trouble is. Investigate it from the outside. Look at it through the customers' eyes. Listen to what they have to say about it.

Remember always that the customer has the money in his pocket and is willing to buy, providing your proposition interests him. If the customer seems interested, and then does not buy, investigate further, and keep on investigating until you find out what the trouble is.

On several occasions I have been successful in turning a dead window into a live one by merely changing the wording on the sign. For example: A Western retail drug concern purchased a large quantity of a very fine perfume called "D'Artagnan." A handsome window display was installed in the firm's store. The best window in the store was used for the display, and considerable money was expended in order to make the display a good one.

Even before the display was finished there was a crowd around the window, and as soon as the display was completed the crowd became so large that the sidewalk was congested. "What a beautiful window!" was the remark that was heard everywhere.

The sign in the window was attractive and well worded, and gave the necessary information regarding the selling price of the perfume. It seemed that almost everything that could be done was done in order to make the proposition appeal to the public, and yet hundreds of persons stopped in front of the window, admired it, and passed on without purchasing.

Finally, I was asked to investigate and find out what the trouble was if I could. I put on my hat and mixed with the crowd in front of the window. I had not been there three minutes when I got two clues. I overheard one per-

(Continued on next page)

I CONSIDER TALKING MACHINES ONE OF MY BEST SIDE LINES

W. R. Wright, an American druggist, tells at a recent druggists' convention what he thinks of talking machines and records.

I IMAGINED that talking machines were difficult to sell. The salesman of a manufacturer of these devices called on me three different times before I signed up. After I had given my order I began to think that I was biting off a pretty big proposition. I had no prospects at the time. The three machines, together with 100 records, surely looked big to me. The clerk and I began to talk the machines to our trade, and before they reached us we succeeded in disposing of a \$110 outfit. Well, that put plenty of "pep" into us and we have been filled with enthusiasm for this line ever since.

We advertise the machine in our local paper. The manager of a local movie house let us put a machine in his place. In this way we managed to get the new records before the public. On two different occasions we took machines out to country school-houses when they were putting on entertainments. We found this practice extremely good advertising.

The best time of the year to sell talking machines is during the winter season—from October to May. Summer months are not so good. But our sales of records, however, are excellent the year round. We have an electric machine which we use in demonstrating records in the store. We keep this machine busy most of the time, especially on Saturday afternoons and evenings.

The stormy days during the winter and the rainy days during the spring—these represent a good time to work the talking machine business. Customers come in, look around, and become interested. In this way we manage to increase our gate receipts when they otherwise would have been light.

When we get a customer interested, we get him to agree to let us send a machine to his home. Last July I succeeded in getting a customer interested in one. I told him I would send the machine out to him the next morning. He said, "Bring it out!" So I sent the machine to his home, nine miles in the country. I had it thereby 7 o'clock the next morning and rang up the sale on my cash register before nine.

That's the way we do business. We are getting so that we sell machines any way a man wants to buy them. We have put two or three of them out on easy payments—\$10 a month. I recall stepping up to wait on a customer one day. The latter pointed to one of the machines and said, "I want you to send one of those up to the house." He gave me a check on the spot. That was the easiest sale I ever made. I did not know he was in the market for one. He bought it in much the same manner as a person would buy a bottle of Castoria.

I allow the clerk 5 per cent commission on all his talking machine sales. I find this a mighty good stunt. He has received as high as \$20 extra on top of his salary.

I consider talking machines one of my best side-lines. I feel sure that if we could go out and work the surrounding country we would be able to sell a great many more. We have only been in this business a short time, but we have

sold 32 machines and have handled very close to 1,250 records. The latter are easily sold. We place them where customers have ready access to them. They sell themselves.

WHAT A GOOD SALESMAN IS NOT

A good salesman is not a carpenter for he never bores a customer.

A good salesman is not a plumber for he has no underground methods of disposing of his goods.

A good salesman is not a farmer for he never harrows a prospective customer and by so doing cultivates defeat.

A good salesman is not an aviator for he does not fly up when a customer fails to come down with an order.

A good salesman is never a modern Ananias—8 o'clock never means half-past ten with him.

But an up-to-date salesman is a good soldier for he is always willing to take orders.

DRESS WINDOWS TO SELL GOODS

(Continued from previous page)

son say: "My what a name." And shortly afterwards I heard another remark, "I wonder how you pronounce it?"

I immediately made up my mind that the name of the perfume itself was what was keeping the people from purchasing it. Very few knew how to pronounce it, and they were afraid to go in and ask for fear they would pronounce it incorrectly, and perhaps be laughed at. I at once decided to change the name of the perfume to something that would be easy to pronounce.

What's In a Name?

At the time there was a spectacular musical show, "The Tik Tok Man of Oz," playing at the leading theatre. The show was popular, and everybody was talking about it.

I visited the manager of that show; told him my plans, procured a number of photos and lithographs, and had the perfume window changed and redecorated with the photos I had borrowed. We changed the name of the perfume from "D'Artagnan Perfume" to "Tik Tok Perfume," allowing the price to remain the same.

A paper bulletin made from a one-sheet "Tik Tok Man" litho read, "Try the New Tik Tok Perfume—\$1.00 Per Ounce." We had the sign painter make new labels for the stock bottles. We made showcase displays, using photos of the "Tik Tok Man" and others from the company.

Before we had finished our work people commenced to ask for and buy the "New Perfume." The perfume was really a good extract, and persons who bought early came back and bought again.

Nearly every member of the "Tik Tok Man of Oz" company bought some of the perfume, and the store had such a run on it that there was none of it left in a short period of time, and they had to order more.

Changing the name to "Tik Tok," a name that was easy to remember and pronounce, was what turned prospective business into actual sales.

Little Stunts That Bring More Business

DURING AUTUMN MONTHS

The fall months bring many Harvest Home Picnics and Fish Frys and "Old Home Weeks." They offer the druggist an excellent opportunity to tie up his advertising with the spirit of the celebration.

At the time of the Harvest Home picnic you can hold a "Harvest Sale" or a "Harvest Home Sale." During this sale the store should be appropriately decorated with sheafs of grain, fruit, etc., and the windows given over to exceptionally-sized yields of products from farms in that locality. Use light brown price tickets as a color scheme for advertising and decorating.

If your town has an "Old Home Week" when former residents of the town are invited to visit their old home, you will want to dress your windows for the occasion. An attractive window in sentiment with the week can be made by using the following idea:

Inquire among your customers if they possess old school pictures. Such pictures of pupils of different grades are usually taken on the closing day. After you have obtained the loan of several of these pictures place them in your window, close up to the glass. Mark them with name of school, its teacher and year taken. Next chip from a song book the words and music of "Home Sweet Home" and hang in window and through the window place pictures of family and home life, intertwined among streams of bunting or color. If possible substitute historical pictures of your city for those of home and family life. Across the window have a neatly lettered streamer "WELCOME HOME FORMER

CITIZENS. Do you recognize in these pictures many of your former playmates or neighbors?"

Such a window will breathe with sentiment and memories which will attract both visitors and residents.

SAYING IT DIFFERENTLY

When you are selling a lot of merchandise at prices ridiculously low, a good way to emphasize your point is to display a pair of automobile shock absorbers in your window, immediately in front of a hand-lettered placard.

The reading matter can be prepared to suit the occasion, but it should be headed "It Will Shock You," or some other heading which plays upon the "shock absorbers." Below is a suggested copy which can serve as a pattern.

BE PREPARED FOR A JOLT

You never saw good goods offered at the prices we've made for our bargain sale this week.

PICTURE STYLE WINDOW

A pleasing way to display merchandise of high quality or rare beauty in your windows is as if it were part of a painted picture. You can easily do this by obtaining a large gilt picture frame and attractive draping velvet or other colored cloth over a shelf back of it. Place merchandise on the shelf and the display will resemble a painted picture. Care should be taken to use cloth which will contrast with color merchandise. By changing the displays, cloth and location of frame, this display can be used effectively at different times during the year.

START THE WEEK RIGHT

Lighten the blue dullness of Monday's business by starting it off with customers as soon as you open the doors. For one month offer some suitable present for the first customer who makes a purchase on Monday morning. The gift article need not be costly, but if inexpensive should be unusual. At the end of the month it is likely you will want to continue the use of this offer.

NOT A MERE DRUG STORE

The Colonial Pharmacy in one of our smaller towns, says the *Red Cross Messenger*, has been using a big sign-board to get this message to the public:

COLONIAL PHARMACY

Not a mere Drug Store, but an
Institution
that stands for
Quality and Service.

The sign-board fills up a vacant space next to the company's store.

SOMETHING TO LOAN

The store that does something for the public convenience, something to make itself useful to people whether they buy there or not, is going to secure more or less of their business ultimately. There are many things that people want occasionally but few can afford to own. And there are things one wants for an emergency. Having a few such things that can be borrowed without incurring any obligation will help make friends for the store. They may range anywhere from a tally card punch to an automobile pump, preferably though they should bear some relation to the business of the store. One might even make a small charge for their use, but there is little or no money to be made by such renting while the free loaning produces a large return of good-will.

FOR THE FARM TRADE

Make arrangements with a sign painter to furnish you with signs, about 11½ x 21½ feet, painted on wood. These signs to contain wording

Farm Home of John Ward

Hoods Store

Centralville, Alta.

Explain to the painter that all the signs are to be identical with the exception of name of farmer which will be changed on each one. This standardizing will enable him to prepare patterns and produce the signs at a much lower cost.

Give one sign to each farmer with cumulative purchases of a set amount. A good way to determine the amount is to ascertain the cost of the sign and multiply the cost by 10. Either coupons, cash register slips or punch cards can be used to record the amounts of purchase.

The farmer is to supply his own post, all you furnish is the sign itself. If you promote this idea in an enthusiastic manner, it will bring you new farmer customers as well as increase the buying of those you now have.

THE CHEAPEST WAY A DRUGGIST CAN ADVERTISE

Window display cards cost less than hand bills and give store prestige while bringing in customers.

By G. A. James

THERE is no druggist so poor that he cannot afford to advertise. Advertising does not mean spending large sums with newspapers, renting billboards and sending out direct mail literature every month. True, those are forms of advertising, but there is another form far more economical and very effective which retail druggists have as yet failed to appreciate.

That form of advertising is the window card. Go into a small country town and look into the windows of the most

merchandise shown or at least offering an invitation to enter. The greatest expense is in preparing a display. After it is in, it is very little trouble to prepare a card which will make that display talk to the passing throngs.

But, some druggists say, I cannot make signs and neither can any of my employees. In that case the druggist can buy them all ready to place in his window or at vantage points inside his store. There are several companies printing window cards far more artistic than any that a druggist himself could make. Still, the home-made kind are usually the more effective if they are neat, as the druggist can say just what he wishes to convey to the public when he wishes to say it. The syndicated sign is worded with seasonable advice regarding the goods shown and is published in colors which are bound to attract attention.

Any druggist who fails to appreciate the value of window cards as a means of advertising needs only to talk with his

HOT WATER BOTTLES Best Quality--Best Prices.

QUALITY is our watchword. Hot Water Bottles purchased here can be depended on to give entire satisfaction. They are guaranteed. The MAXIMUM, AMERICAN BEAUTY and KANTLEEK are all household and established names in Rubber Goods.

THE PRICES of our bottles compete with the best prices of other makes. The Kantleek at \$3.50, the Maximum at \$2.75. The American Beauty at \$2.25 and other bottles at various prices, make an assortment from which to make a choice. We are pleased to explain the qualities and prices of our Bottles. Call in today.

The MacKinnon Drug Co.

P. O. Box 332 ... The Rexall Kodak Store ... Phone 219

This drug company, as well as featuring window show cards, believes in doing some newspaper publicity also.

prosperous store and you will usually find several cards, neatly lettered and tastily arranged. Go to any large city and look into the windows of the big department stores and you will find similar cards, although much more elaborately made.

From observation I have found that it is either the druggist who uses no other form of advertising or the druggist who uses all forms of advertising who makes use of the window card. The small druggist uses it through necessity, to get a message to the public as it passes his store, as he cannot afford to get that message into the customer's home, or thinks he cannot.

The large store uses this form of advertising so as to complete its campaign, as no advertising campaign is complete without proper window cards.

If the average druggist would appreciate the value of window card advertising, no drug store would put in a display without telling something about it, the price of the

COLD-CATCHING WEATHER

When blizzards whip the snow and sleet across your face--when chilly moisture bites through your warmest clothes--then you should have a box of our throat pastilles to prevent

COUGHS, COLDS and SORE THROATS

these pleasant tasting pastilles are a great help to the voice if husky from overstrain, smoking or mouth breathing when sleeping. Also will allay that distressing throat irritation so common with many people on retiring.

We recommend Nyal Huskeys at 25c a box.

All other well known brands from 10c to 60c.

The Owl Drug Store Ltd.

Fraser Colquhoun, Manager

ALWAYS AT YOUR SERVICE

TELEPHONE 161 - NORTH SYDNEY

Maritime drug store that links up all its publicity windows, show cards and newspaper

banker to discover his mistake. Leading banks in cities both large and small find that the window card is one of their best methods of securing public confidence and in teaching thrift.

Your windows have a definite value in dollars and cents. Ask any banker in your city what he considers his windows are worth to him as an advertising value, and he will prob-

ably say that if he had to give up all forms of advertising save one, he would say, "Give me my windows." What would you think of a banker who had beautiful windows like yours without anything in them? There is no difference between his windows and yours. You sell merchandise; he sells banking service. Over your store is the sign "Drug Store" over his the word "Bank." You both have something to sell, and if windows are valuable to him, yours should be more valuable to you.

If you will look over some of the national magazines, you will note that 90 per cent of all advertising is represented by pictures. Scientists say that 80 per cent of all we

know is taken in through the eye. If that is true, and we cannot dispute it, you can make that mental impression right in front of your own store. The newspaper and program advertising and the like, where they read it in their own homes, is a form of absent treatment.

Retail merchants who use window cards in connection with their displays state that one reason they do so is that practically everyone will read a sign in a window and that this keeps them in front of the display twice as long as ordinarily, and makes many folks stop and look at the display who would pass by if there was no card to attract their inquisitiveness.

FORMULARY

Some Toilet Recipes

TOOTH PASTE

Tooth pastes serve a triple purpose. They are designed to keep the teeth clean and white, to help prevent decay, and to render the breath sweet and wholesome. A formula should, therefore, have due regard for these three requirements.

Here are two combinations, either of which may be found suitable for the purpose desired:

- (1) Precipitated chalk.....16 ounces
 White Castile soap (powdered)..... $\frac{1}{2}$ ounce
 Thymol3 grains
 Oil of cassia5 minims
 Oil of wintergreen.....45 minims
 Oil of sassafras.....15 minims
 Alcohol2 fluidrachms

Dissolve the thymol and the oils in the alcohol and mix thoroughly all the ingredients. Then add enough of the following mixture to produce a paste of cream of the desired consistency:

- Gelatin30 grains
 Water2 fluidounces
 Glycerin1 fluidounce
 Saccharin4 grains

Dissolve the gelatin and saccharin in the water by aid of gentle heat and add the glycerin.

- (2) Powdered Castile soap.....33 grammes
 Precipitated chalk.....25 grammes
 Alcohol25 cc.
 Glycerin15 cc.
 Benzoic acid3 grammes
 Oil of eucalyptus2 cc.
 Oil of peppermint2 cc.
 Saccharin0.5 gramme
 Thymol0.25 gramme

Mix the soap with the chalk and add the glycerin and alcohol, previously mixed together. Before mixing the two latter dissolve the acid, the oils, the saccharin and the thymol in the alcohol. Put into collapsible tubes immediately.

In France and other parts of Europe, peppermint seems to be the popular flavor, whereas in America wintergreen appears to have preference. In the foregoing formulas these two flavors are interchangeable. Either may be used suitably dissolved in the alcohol.

Lemon Cream

We would suggest a cream with a liquid petrolatum base, a little lemon oil and enough butter color to impart the required shade. Lemon juice should not be used in a cold

cream, as the acid contained in the juice would react with the borax and decompose the product. In case a liquid cream is desired, it would be necessary to use a base of either a quince seed or tragacanth emulsion if lemon juice is employed.

Solid Perfume (Bouquet)

- Oil Coriander.....18 minims
 Oil Cloves2 minims
 Oil Nutmeg1 dram
 Oil Lavender3 drams
 Oil Santal1 dram
 Oil Bergamot1 ounce
 Oil Rose
 Oil Rose Geranium
 Wax or Paraffin1 pound

Barbers' Bay Rum

- Oil Bay6 fld. drams
 Oil Pimento1 fld. dram
 Oil Orange Peel1 fld. dram
 Tinct. Orange Peel $\frac{1}{2}$ ounce
 White Castile Soap.....4 drams
 Alcohol12 pints
 Water9 pints

Dissolve the soap in a pint of water by the side of a gentle heat, dissolve the oils in the alcohol, gradually add the soap solution, tincture and water. Let stand and filter.

Brilliantine Pomade

A favorite combination of this kind may be made by suitably perfuming a mixture of 1 part of white wax with 7 parts each of lard, spermaceti, and almond oil. Or the following may be tried:

- Lanoline1 $\frac{1}{2}$ ounces
 Spermaceti1 ounce
 Castor oil1 fluidounce
 Oil of cloves20 minims
 Oil of bergamot40 minims

Melt the spermaceti with the lanolin and add the castor oil, after which the odorous oils should be incorporated.

If a less pronounced odor is desired 30 minims of oil of lavender may be substituted for the bergamot and clove.

Theatrical Cold Cream

- Spermaceti8 ounces
 White wax24 ounces
 Liquid Paraffin128 fluid ounces
 Borax2 ounces
 Water, enough to make1 fluidounce

Melt the wax and spermaceti on a water-bath, and incorporate the liquid paraffin. Dissolve the borax in the water at 140° F. and add it to the melted mixture. Place the container in cold water and stir well until the cream becomes cold.

Any desired perfume may be added to the cream by incorporating it toward the end of the process before the cream has become quite cold.

PUT *a* GOOD FRONT *on* YOUR STORE

Improving the front is an investment.

MANY retail druggists who are doing a fair volume of business annually could increase trade by improving the fronts of their stores. These druggists are getting along with shabby store fronts because they think they cannot afford improvements. Perhaps they look upon the remodeling of windows and entrances as an expense which cannot be easily charged off.

It has been proved, however, that a new front is not an expense but an investment, something that pays returns from the first day, in increasing volume, until it has paid for itself and established an actual margin of profit.

It is an old adage, but a true one, that "the way to save money is to make more money."

Analyze for a moment the purpose of installing a new front. It figures out something like this: How much more can be made by installing it? How much business is lost because of an unattractive front? How much does the present front cost you for repairs?

Figures have been compiled which show that the im-

mediate and future increase in business, resulting from a remodeling of the store's front, has been on an average of 35 per cent. It is only natural that trade will be more readily drawn by attractively arranged displays in wide deep windows, and that people will more readily enter a store with an attractive entrance.

Of course, too much money can be expended on improving a front, but even a slight improvement will often bring good returns.

It costs a good deal of money to patch up the old front, and then after tinkering, puttying and painting, as well as replacing rotted sills, no appreciable improvement in appearance is secured.

Most windows will not draw trade unless the glass is kept clean and transparent. The old-fashioned window does not usually provide a circulation air, with the result that the window "sweats" in the summer and frosts over in the winter. This collection of moisture tends to wet the goods and rot the floor of the window the year round.



As well as a good front a good interior is an attraction that draws and keeps trade. Here is the fine interior of Lissett's drug store at London, Ont. The woodwork is of quartered gum, pilasters of Adam design. Built by Jones Bros. & Co., Ltd.

There are a number of reputable companies manufacturing modern store fronts, many of whom will be glad to furnish estimates on the basis of a rough sketch or photograph of the present front of the store.

Many of the most prosperous chain-stores do not install expensive fronts, but in each case the front is attractive and

individual, and gives the manager an opportunity to make use of every inch of window space. The independent druggist cannot afford to allow his competitors to improve the exterior of their stores without seriously considering the question of improving the appearance of his own profitable merchandising.

Largest Maritime Drug Store Keeps Strictly To Drugs

Story of Moore Drug Co. St. John N. B.

By William J. McNulty

THE aim of the George E. Moore Company of St. John, N.B., has been to follow directly in the path started by the founder of the company, the late George E. Moore. Mr. Moore was a firm believer in the theory that it was not in line with the proper ethics of the drug business to install a soda fountain. He built a three-story brick building at the corner of Prince Edward and Richmond streets and opened one of the most attractive and one of the largest drug stores in the maritime provinces.

When asked if he planned on a soda fountain he replied in the negative. He said he was a druggist and a pharmacist and not a refreshment dealer. He said he, no doubt, would be a financial winner with a soda fountain, but he preferred to be termed out of sympathy with the times and unprogressive rather than sacrifice his pet theory. It was his duty, and he conceived it a duty, to minister to the people of the district in which he had spent practically all of his life.

Mr. Moore was very proud of his reputation as a compiler of prescriptions. He said he would rather be known as a reliable prescription druggist than make twice as much money selling soda water and varieties. He forecast the success of his new store without the aid of the fountain and without the line of varieties he believed were out of place in a good drug store. Instead of the fountain and varieties he started the mixing of his own remedies. He made Moore's Cough Cure, and followed with Moore's Healing Oil. Then came Moore's Dyspepsia Cure, and Moore's Headache Cure.

"I might make more money on the other things," said Mr. Moore, "but these remedies will do real good in this community." George Lynch, who was trained in pharmacy and the drug business from boyhood by Mr. Moore, has been conducting the Moore drug store since the death of the founder. The remedies have been continued and the prestige of the store has been maintained through the rigid adherence to the tenets laid down by Mr. Moore. Instead of being driven out of the drug store line-up in St. John, as some other druggists foresaw, the Moore drug store has been prospering even without the hand of Mr. Moore at the wheel.

Although Mr. Moore had a distinct aversion to handling varieties and soft drinks, he sold paints. He said there was necessity for paints on the part of people of his district who could not get uptown during the day and who came to his store at night. When told by fellow druggists that he should keep abreast of the times and add the fountain and varieties to his stock, he said he would stick by his theory

that frivolous articles had no place in a drug store. He looked on the drug business from the standpoint of a pharmacist. He was the consulting physician of the neighborhood. Men and women and children went to him with their aches and pains and he prescribed for their ailments. To drag flippant articles into the drug store was but to lower the tone of the drug store was his belief.

Mr. Moore's motto was to serve the people. He looked on his store as a type of public dispensary. And his judgment on ailments was usually right. He served the people and served himself, for his business grew with leaps and bounds. And grows after he has gone to his reward.

Attempts have been made in behalf of the Moore Drug Company's patients to have the store apply for a license to sell liquors under the New Brunswick prohibitory act. There would be no abuse of the powers of license and no open liquor selling at the Moore store. But, so far, the company has resisted all pleas to seek a license. If stores such as the Moore store—reputable stores—held all the venderships under the prohibitory laws, there would not be the attacks on the drug stores that are now prevalent.

Accuracy and the best of ingredients for prescriptions is the watchword of the Moore drug store. Mr. Lynch guards the reputation of the store almost as zealously as did the founder, Mr. Moore. He believes, as did Mr. Moore, that it pays to conduct a drug store shorn of the modern frills. Seeing is believing, for the Moore store prospers despite the opening of new drug stores in the same community, one being directly across the street.

During the months of June, July, August and part of September, the Moore drug store closes all day on Sunday. Another rule is that no stamps will be sold in the store, and another forbids the pay telephone.

A FIRE TO CLEAN OUT OLD STOCK

A number of years ago, writes a Pennsylvania druggist, I bought for my brother an old and very much neglected store which, at one time, had a splendid reputation and enjoyed a lucrative trade in drugs and prescriptions. Things were considerably run down when we took it over, however, and we were forced to adopt a number of expedients in order to gain business.

Among other schemes that we used to attract attention was to make a bonfire in the street, the fuel being all the old stocks of medicinal herbs, roots, barks, flowers and leaves in the store, and I added to the conflagration such patent or proprietary remedies as would burn and which did not present a salable appearance. When night arrived the effect was heightened by throwing on at suitable intervals prepared chemicals, the burning of which caused colored lights. The report of the "goings on" spread in all directions, and a large crowd assembled.

During the week following the even the neighborhood was circularized carefully, capital being made of the points that the fire had left nothing but fresh stock on our shelves and that it was our iron-clad policy to handle no drugs or medicines of questionable quality. The effects of the bonfire and the circular were lasting, the "ad" one of the most impressive we ever used.

INCREASING RETAIL CANDY SALES AND PROFITS

By N. C. Nelson

AN important step for the druggist to consider in selling candy is to supply quality goods in quantity enough to yield a profit, while satisfying his customers. The question of what is profit is one that many books have been written about, and one which has many aspects. Let us cut to the kernel of the matter and say that the portion of sales receipts or intake remaining after you have paid all costs, expenses and salaries, including fair wages for the proprietor, is net profit. This is writing easily, but many things must be studied carefully to arrive at a gratifying result.

If a store doing a business of \$50,000 a year has \$500 left from the \$50,000 at the end of the year, after paying all costs, expenses and wages, it has made a net profit, though perhaps not a gratifying one. If the proprietor paid himself \$4000 salary during the year he may consider he made for himself 4500. If he has \$5000 invested in his business, the \$500 represents a return of 10 per cent.

The point is, however, that so many retail druggists do not figure proprietors' wages, but consider everything remaining after paying costs, expenses and clerk hire as profit. Such a person would say he made \$4500 profit during the year, overlooking the fact that, without investing any money and avoiding all the cares, troubles and anxieties of business life as an owner, he would be earning a salary from someone else, say from \$2500 a year upwards, and he would not consider it profit. In selling merchandise, your object is to make wages for yourself and a return on your investment. The wages you pay to yourself should be greater than you would earn elsewhere, because you are entitled to pay for your intelligence and responsibility in addition to your actual work. I think this point is often overlooked.

How to Figure Mark-Up

Now how shall you proceed to sell enough goods to bring about this result? Your total stock must be considered, and I am basing this article on the idea that selling candy is one feature of your business. All your goods must be of satisfactory quality. You must price them so that by selling a sufficient quantity you may find a profit remaining at the end of the year. They must be bought and stocked at a cost low enough to enable you to sell at a price which will cover all expenses and leave a profit. Assuming that you have been in business for some time and have an average record of your sales and expenses, it is not so difficult to arrive at a sales price on an article bought right and to yield say, ten per cent. net profit after all expenses and wages are paid. For instance:

If your sales last month were \$5000 and the goods sold cost \$3300, while your total expense of all kinds, including depreciation, stock losses, your own salary, etc., amounted to \$1200, it is easy to see your net profit was \$500. To arrive at the proper selling price of goods you buy this month, you consider your expenses were 24 per cent of your sales, your profit 10 per cent, total 34 per cent, based on the sales price which is 100 per cent. Subtracting 34 per cent from 100 per cent leaves 66 per cent, which is the cost of goods. Now then, if you buy an article at \$1, in order to find what price you should sell it at to cover all your ex-

penses and 10 per cent profit, divide \$1 by .66 and you arrive at \$1.51 or, say, \$1.50. I am not trying to show actual experience or figures, but a method, rather flexible, and valuable to anyone who keeps a record of his business, as all druggists should.

If points arise which are not understood, or if you have similar problems, I believe RETAIL DRUGGIST will try to answer them for you. I know I will to the best of my ability, time and other work permitting.

Must Move the Goods

Of course, your business aim is to sell everything at a price which will pay your overhead costs and leave you a profit. If you cannot do this, it is better to lock the door, throw away the key and hunt a job. And to do it, you must have sufficient sales volume to reduce the expense to its lowest per unit factor. Plainly put, let us say that if it costs you \$40 per day for all expenses and you sell \$200 worth of goods, 20 cents from every dollar goes for expenses, wages, etc. If you only sell \$100 per day, it takes 40 cents out of every dollar, and I should say you are "up against it." Therefore, your object in business is to sell enough goods to bring down this cost per dollar, and to do that it does not help you much to know the percentage of costs and percentage of profit desired, if the goods do not move.

If a \$4-per-day clerk sells 400 bars of 5-cent candy in a day, it costs you 1 cent per bar for his wages, and you take in \$20. The bars cost you, say \$13.35, and you have \$2.65 left, after paying the clerk, to cover all other items and leave a profit. As a matter of fact, it takes no longer to hand out a 10-cent bar than the 5-cent style, and if you could switch the trade to the dime purchase, the sale of 200 bars at 10 cents would cost you no more labor or expense and leave you the same profit. But you are selling 5-cent bars, because in some sections they are the quickest moving article. As a matter of fact, the man who would buy a 10-cent bar does not buy two 5-cent ones—and the gross intake is much less. It is just a step up from the penny business, but is of value because of another element in business—rapidity of turnover. It is assumed you sell many other items to make up your business, but they must be selected so they will move out profitably. We can put this in another way—that the articles that move slowest should pay a greater gross profit—but it is equally true that we must not slow up sales by too great a gross profit, which I fear has happened frequently. Quick turnover to the full capacity of your establishment, at a reasonable gross profit, will absolutely leave you a net profit after paying you a decent salary for your own work.

Throw Out Slow Movers

I should be glad every time the cash register rang up a 10-cent sales as against a 5-cent one, and would naturally select a choice line of high quality 10-cent bars or packages to stimulate the sales ability of the store for me, myself, included. Just a few attractive, high-quality pieces that would repeat and which I would display prominently. A judicious word now and then to the 5-cent buyer will bring

results. In the 5-cent line, I would follow the argument used in penny goods. Watch the line carefully, throw out the slow sellers, as you lose money rapidly on a slow 5-cent article. Consider quality always before quantity, and carry enough variety in styles to give a good choice. It is not necessary to buy everybody's chocolate bars, peanut bars, fudge bars, etc., but it is necessary to have the best you can get of each.

Remember, it is impossible for any manufacturer to make a 5-cent bar of large size and good quality without loss. It is safe to assume that the manufacturer desires to make a profit, though frequently the desire is all he gets. And a good quality chocolate or chocolate cream bar, to sell at 5 cents, can hardly weigh more than one and one-half ounces, wrapping, etc., considered, and then it should cost you at least 3 1-3 cents per bar. Peanut bars and some few similar ones may run a trifle heavier. The labor item is what counts on these goods. It costs just as much to pack thirty pieces of 5-cent goods as thirty pieces of 10-cent goods, and the consumer pays, losing either in quality or quantity.

CHOCOLATE COMPANY PREACHES QUALITY

THERE never was a time when the question of quality in sales meant more than it does right now. The general demand for lower prices may be met by reduction of quality. That might do for the first sale made. The buyers will soon find it out, and then future sales on that particular article cannot be made. Reduced prices at the sacrifice of quality will do more to retard the future stabilization of business than nearly any other thing. Quality must be kept up.

On this matter of maintaining quality, although sacrifices must be made in other ways, one of the leading chocolate manufacturers in his trade bulletin says:

"This is a time for serious business thinking. The confectionery trade, like scores of other trades, has been passing through a period of slow sales. It is a period of price depression, not only for the jobber, but for the manufacturer and the retailer as well.

"The jobber feels this weight of dragging sales. He works hard to overcome it. He reduces his prices a cent here, two cents there, sacrificing all thought of profit if only he may succeed in keeping his stock moving and his volume up.

"In the meantime the retailer is doing the same.

"And the manufacturer, who has his salesmen calling on his customers day after day and reporting conditions, gets out his pencil and figures to see if by any possible way he can save the jobber that cent or two on his prices, and thus do his share toward helping sales to boom.

"Now right here is where the rub comes.

"There are various ways of saving that cent or two. One is by overhauling once again every manufacturing process in the plant. All good business men are doing this all the time.

"The other is by changing his product and having that cent or two by using materials not quite so high in quality.

"Yes, that will do the trick."

"But—just what 'trick' is it that is done?

"The jobber gets the cheaper prices he asked for.

"Is he any better off? No, for in nine cases out of ten he passes it on to the retailer by lowering his own prices.

"Is the retailer any better off? We don't think so. The public isn't going to buy larger quantities of poor chocolate. In fact, it won't buy as much. So the retailer loses out, too.

"In fact, what has happened is that there is serious danger that the standards of the entire trade will be lowered. No one is making any more money, and the public is being sold poorer chocolate."

This is excellent logic, and it is comforting to find large and responsible concerns advocating quality above price.

SOME STRICKING WINDOW SIGNS

A Musical Sign

Is Wednesday (or some other night) a more or less favored night in your community for young fellows to call on their girls? Make up a large facsimile calendar for the current month for display in your window. Instead of having the proper dates under the heading "Wednesday" paste on the tops of your candy boxes as:

S	M	T	W	T	F	S
1	2		Top	1	5	6
7	8	9	Top	11	12	13

For an accompanying sign use:

THE HAPPY GIRL'S CALENDAR.

Settle Box Candy to Husbands

Get a globe (world) such as is used in geography classrooms. Put a date of week at each corner of a sheet of tinfoil. Paste this over a portion of the globe nearest the window-glass. The accompanying sign should read:

MAKES THE WORLD BRIGHTER

A Box of our candy would delight

your wife. Stop in and get

it now.

Emphasizing Ice Cream as Dessert

Show a hat-tree, hatrack or similar receptacle piled up with hats wraps and travelling bags or suit cases sitting near—all indicating as your sign says

UNEXPECTED COMPANY

Thank Goodness, a phone message for
(name of your store) ice cream
settles the dessert problem.

Using an Old Nursery Rhyme

Upon the card you are to use for your sign fasten an unrolled paper of pins and an opened paper of needles. The sign should read:

Needles and pins, needles and pins,

When a man marries, HER neglect begins.

Get a box of candy for her now.

Using a Phonograph Record

Show boxes of candy on display phonograph records, using a sign that reads:

PUTTING IT ON RECORD

as a candy made from the purest

materials and by expert

candy makers

News of the Drug Trade from Here and There

La Compagnie Paula, makers of pharmaceutical products, has been registered at Montreal.

The Iroquois Falls Drug Co., Ltd., has been incorporated to carry on a drug business at Iroquois Falls, Ont., capital \$40,000.

Leger's Pharmacy, Montreal, has been incorporated.

The semi-annual examinations of the Pharmaceutical Association of British Columbia will be held on October 10, 11 and 12 in the B.C. School of Pharmacy at Vancouver.

Mrs. Tepoorten, wife of Julius A. Tepoorten, president of J. A. Tepoorten, wholesale druggists, Vancouver, died on August 28.

Gordon Agnew has purchased the Victoria Drug and Photographic Co., 261 Cook Street, Victoria.

Heber Cook has purchased W. G. Robertson's drug business at Courtenay, B.C.

B. A. McKeown has opened a new drug store at Jubilee, B.C.

C. D. Houghland has bought Reginald A. Royston's drug business at 5989 Fraser Street, South Vancouver, and has sold his interest in the Smith & Houghland business to Geo. W. Fisher.

Hon. J. A. Stewart, K.C., M.P., is still in Royal Victoria Hospital, Montreal, extremely sick.

Fred J. Wilson has closed his drug business at Creighton Mines Ont.

E. A. Stuckey has purchased the Schomberg Drug Co's business at Schomberg, Ont.

C. R. Tart has opened a new drug store at Dundas street and Kenneth avenue, Toronto.

E. H. Stewart has purchased the Ridgetown Drug Co's business at Ridgetown, Ont.

P. J. Morton, druggist at 1085 Davenport Road, Toronto, has opened a branch drug store at 612 Delaware avenue, that city, with N. J. Allen as manager.

Dr. C. McLellan has opened a drug business at Holstein, Ont.

W. G. Henderson has purchased G. G. Brant's business at Smithville, Ont.

C. M. Bennett has opened a new drug store at 3300 Danforth avenue, Toronto.

N. B. Strong, of Haileybury, Ont., has been appointed manager of the Moore Drug Co's store at 528 Yonge street, Toronto.

G. Coulter is now manager of the Moore Drug Co's store at 423 Danforth avenue, Toronto.

G. F. C. Smith has been elected a director of Moore's Ltd., Toronto.

Oscar A. Barrett, a graduate of last year's O.C.P. class, has started a drug business on his own account at Clarks-ton, a suburb of Ottawa.

W. A. McLeod has purchased the Sills drug business at 915 Kingston Road, Toronto.

The Eagle Drug Co., Toronto, has been incorporated, with F. J. Willey as managing director and Dr. David Esser as a director.

Geo. E. McCullough an O.C.P. graduate, lately of Calgary, Alta., has purchased the Tambllyn drug store at 1437 Queen street, west, Toronto.

Adam Turner, formerly of Orangeville, Ont., and at one time vice-president of the O.C.P., but now city treasurer of

Saskatoon, Sask., visited his Alma Mater last month while passing through to Brantford, Ont., where he attended the General Synod of the Church of England as a delegate.

Recent visitors at the O.C.P., Toronto, were the following, who at one time or another attended the O.C.P.: W. F. McCullough, Pittsburgh, Pa.; A. W. Roberts, Brooklyn, N.Y.; A. Parkinson The Pas, Man.; A. E. Roberts, Dutton, Ont.; W. C. George, Orillia, Ont.

John McDonald, druggist at Tillsonburg, Ont., won the singles at the recent Dominion Bowling Tournament held at Toronto.

Dr. Amos F. Rogers, president of Fruitatives Ltd., died at Ottawa during the past month.

Druggists Sundries and Perfume Mfg. Co., Montreal, has been registered.

Johnston's Drug Store, Cowansville, Que., has been registered.

Gore Street Pharmacy, Ltd., Sault Ste. Marie, Ont., has been incorporated with a capital of \$10,000.

F. A. Crisp one of the owners of Joseph Steedman & Co., manufacturing chemists of Walworth, England, died recently, leaving an estate valued at \$820,000. "Steedman's Teething Powders" is one of the principal lines made by the company.

J. A. Harte, the oldest druggist in Montreal, is dead, aged 90 years. He had been in business 64 years.

RECORD ATTENDANCE AT O.C.P.

One of the largest registrations in its history is recorded this year at the Ontario College of Pharmacy, Toronto. It opened this year early in September with 167 students registered and 150 actually in attendance. Among the students are 27 young women. The Dominion-wide extent of the college's activities are shown by the fact that with the exception of 28 residents of Toronto, all the students are from points outside the city, while many are from other provinces and a few from the United States.

At the initial assembly of the students with Dean C. F. Heebner as chairman, an address was given by Henry Watters, Ottawa, on the ethics of the profession. He impressed upon the students the necessity of elevating their business above the plane of mere money-making, and advised against the sale of alcohol and narcotic drugs to other than legitimate purchasers. Mr. Watters considered cut-price sales an unethical and unsatisfactory manner of doing business. The students also heard a brief address from T. T. Hartley, a member of the Council.

HALLOWEEN NOVELTIES

For two days before Halloween, give away with our purchase of \$2.50 or more some paper novelties for Halloween. Such novelties as paper hats, windows, pumpkins, etc., can be bought by the dozen or gross from any firm handling toys and novelties and are not costly.

By featuring these Halloween Novelties in your advertising you will draw to your store, the trade of women and children who are interested in table decorations and for the Halloween Eve.

TO SELL YOUR TOILET GOODS, SHOW THEM

By T. B. Brownfield

Florists may use flowers to decorate their windows, but the druggist who wants to advertise his own line of trade can make good use of stock within his store.

A recent window display at Winnipeg, made effective use of hairbrushes for a valance. The hair brushes were hung in a row from the top of the window, suspended on narrow pink and blue ribbons. A side drape effect was gained by hanging powder puffs to within a foot or two of the floor at each end of the window, and gave an original effect to the window.

A most artistic and elaborate window display of toilet goods was furnished by a second Winnipeg store which arranged the following scene: A mahogany dressing table was placed at the right end of the window and gold velvet was draped across one corner of the table. Peacock blue georgette was wound in and about the triplicate mirror and peacock feathers were used for ornaments. A woman in a peacock chiffon dressing gown was seated on the dressing table bench and faced the street, holding an ivory mirror in her hands. Of course her dressing table was covered with perfumes and toilet accessories and the rest of the window displayed perfumes and toilet goods, arranged on small tables that were covered with lace mats.

SIDE-LINE POSSIBILITIES

For several years there was no jewelry store in our town, writes Elizabeth Harris, in the *Pacific Drug Review*. All watch repair work of the town was sent to a larger place some miles distant, until the McGovern-Harris Drug Company installed a jewelry department, hired an expert jeweler and found it a profitable investment. The jeweler's salary was paid from receipts for repair work. He also had time to make larger sales, while the drug clerks soon learned to assist, so that no other extra help was required and the overhead was not increased.

Jewelry is easily combined with drug merchandise, as it carries practically the same fixtures, and many items are the same, such as ivory goods and fountain pens. Jewelry merchandise carries a gross profit of from 50 per cent up, and from sales in that department many sales result in the drug department.

THE CLOCK STOPPED—SO DID THE PEOPLE

Our old wall clock, hanging within plain view of the street through our main display window, had clicked the hours away for many years.

A short time ago it stopped suddenly. "Spring" fever or rheumatic joints got the best of it.

We had no idea how many people relied on this old fixture for the time until the clock refused to function no further. Then the remarks and comments we heard indicated plainly how great the old timepiece was missed.

This gave me the germ of an idea. If the clock attracted so much attention, why not use it to advantage as an advertising medium?

I prepared a sign and hung it just below the face of the clock. The card read: "What's your rush? Lots of time stop and look around."

People paused to read the sign, and it is surprising how many actually acted on the suggestion and took time to look over the contents of the window.

Thus, "old faithful" continued to serve us even in decrepit old age.

HOW WE MADE STAMPS PAY

Although we don't reap a direct profit from postage-stamps, we recently decided to use them as a medium for promoting sales in our stationery department. Several large sheets of stamps were arranged alternately—first red, then green—across our front window, underneath which were built tiers of stairs made from a well-known make of linen paper.

Fountain pens, eversharp pencils, pen-holders, pen and ink were likewise conspicuous items. Strips of red crepe paper led from the two-cent stamps to the stationery. Green crepe paper connected the one-cent stamps with a display of souvenir post-cards. A sign in the background read, "We carry the best in stationery."

As a result of this display there was a decided increase in the sale of stationery, as well as other accessory items. All of which convinced us that it pays to advertise stamps, even though our services seem to be gratis at the time of the sale.

THE WEATHER BUREAU HELPS

It has been customary with us, writes a Brooklyn druggist, to post the weather bulletin in the window every day, and the public has come to look for it regularly.

It dawned on me that there was a good opportunity to make capital out of the little cardboard weather prophet and at the same time a good chance to get the government to work for me gratis.

Having a quantity of our corn remedy on display in the window, I tacked a sign onto the bottom of the weather card which read:

"Whether you have corns or bunions our corn remedy will remove them without pain."

Another time when it was cold and disagreeable I attached this sign to the card: "This is bad weather for colds. Get a bottle of our cough syrup."

By playing up the word "weather" or using it as the key around which to work up a sign much effective advertising can be done. It will create interest and attract attention.

IMPRESSING THE 'PHONE NUMBER

Some time ago a Toronto pharmacy initiated a plan for impressing their telephone number upon the minds of customers and the general public. To begin with the store had the number made as easy as possible to remember: Main 1234. Then cards and circulars were printed, featuring the cut of a telephone and the slogan, "Call Main 1234. You can't forget the number."

This proved so popular that the idea was incorporated in all the firm's advertising. The slogan was usually found in connection with a short question, such as: "Headache? Call Main 1234. You can't forget the number." "My, it's hot! Like a quart of ice cream? Call Main 1234. You can't forget the number." "Feel a chill coming on? Call Main 1234. You can't forget the number."

People just couldn't help calling Main 1234!

STANDARDIZING WRAPPING PAPER

One of the large chain-store systems, according to *The Druggists Circular*, has standardized the sizes of wrapping paper used in its stores. The following dimensions are employed: 20 by 24 inches, 13 by 21 inches, 13 by 11½ inches, 10½ by 13½ inches, 8½ by 10½ inches, 7½ by 13 inches, 7 by 8½ inches and 5 by 7 inches.

English Representatives:

SHARLAND & Co.
Eldon Street House,
LONDON, E. C. 2

The RETAIL DRUGGIST of Canada

Publication Office:

51 WELLINGTON WEST
TORONTO
Phone: Adelaide 6126

PUBLISHED FIRST WEEK OF EVERY MONTH

JAMES O'HAGAN, Editor

Subscription Rate, \$1.00 per year in Canada, Great Britain and British Colonies: \$1.50 to the United States.

WINDOWS The windows of the retail drug store are eyes for the establishment. It is claimed that a person's soul can be seen by looking into his eyes. Of course, this is a figure of speech. In a similar manner, the real nature of a retail drug store is reflected to a very large extent by the show windows. The opportunities for expressing the business by window displays is greater today than ever before. We have the advantage of new systems of lighting and the convenience of mechanical devices which are the outgrowth of experience in window dressing. While some persons make window dressing their life occupation, any one can improve by experience and become more skilful by study and observation. Among the things to be observed in making windows attractive are scrupulous cleanliness, appropriate illumination, artistic combination of colors and, above all, avoid over-crowding the space. The long list of side lines, now an integral part of the modern retail drug store, furnishes an almost endless series of goods for display which enables the up-to-date druggist to change the window dressing frequently, thus keeping it interesting, even to those who pass by daily. Business conditions have changed, the past several months, and today, it is necessary to invite the customer into the store. See to it that the eyes of your store (show windows) have such a pleasing expression that the pedestrian and even those passing in autos will recognize the welcome which you feel and express through the windows.

* * *

COLLECT OVERDUE BILLS NOW The present is the time for the druggist to build up a substantial bank balance in preparation for the coming winter. Colder weather is inclined to freeze up the flow of ready cash in many localities so that it behooves the druggist to guard against such possibilities by collecting in all the possible outstanding accounts.

This is particularly good advice for the druggist in the smaller centre who is doing a credit business with farmers. The farmer has more money at this time than at any other season of the year, and if he is going to be able to pay what he owes any time this year he should be able now.

Accordingly, the druggist will find it worth while to give a good deal of attention at this time to checking up his accounts and making a drive to get payment for them. The money is due you, so guard against any unforeseen circumstances that might arise during the coming months by building up a bank balance that will protect you.

* * *

VISIT OTHER CENTRES During the past couple of months thousands of druggists all over Canada have made the big fairs in the cities an excuse for visiting the larger centres on a trip combining business and pleasure.

The idea is a good one and every druggist should make it a point to visit the larger centres near him in search of new ideas in merchandising. The druggist in the small town who thinks himself pretty up-to-date will frequently be surprised by an inspection of stores in other places.

Even if you make the trip without getting any one new idea of very great value, it will do you good because it will speed you up in many ways.

* * *

TAKE YOUR PICK A cigar store in Toronto not long ago arranged a window display, the central feature of which was a large pick, such as used by the man digging drains. Quite an unusual thing to be displayed in a cigar store, to be sure. Accordingly, it attracted attention and those who stopped read on a card:

This pick isn't for sale
But don't get sore,
There are plenty of bargains
Inside the store.

To a retail druggist who saw the window it suggested the idea of using a pick in a window of articles all selling at the same price in which he used a card reading:

"TAKE YOUR PICK
—Any article for 25c."

Both very good ideas that other druggists might use to advantage. Just take your pick.

* * *

A HALLOWEEN WEEK SPECIAL

Offer a marshmallow toasting outfit with each sale of \$1.00. Outfit consists of a 10c. box of marshmallows, a candle and a cheap fork. The entire outfit costs but between 6 and 9 cents and is an attractive and timely special with the ladies for the week preceding Halloween.

ANSON DULMAGE

Druggists' Broker

This agency is in touch with more prospective buyers and sellers of drug businesses than any other in Canada:

BECAUSE

- 1—It deals exclusively in the sale of Drug Stores.
- 2—It has Agents in Winnipeg, Saskatoon and Calgary who co-operate in finding Buyers and Sellers.
- 3—It is managed by a Druggist who understands the requirements of both Buyer and Seller.

IF YOU WANT TO BUY OR SELL — WRITE AT ONCE

Saskatoon Office
C.P.R. Bldg

Winnipeg Office
322 Somerset Bldg.

Calgary Agent
E.P. Leacock
4th Floor Elma Block

HOW WE INCREASED OUR CAMERA BUSINESS

Making it a very profitable side line—Prize winning article in an exchange.

By Clifford H. Rudes

SIX years ago the camera department in the store with which I am connected was almost a negligible quantity.

It had been considered a sort of necessary evil; had been merely tolerated, so to speak.

This attitude was, of course, the very reason why the department remained practically dormant. What work we received in the line of printing and developing we turned over to a local concern, our standing arrangement being that we were allowed 10 per cent on all work.

Under that system the biggest year we had netted us all of \$20.00. Camera and film sales ran along to about the same proportion, so it can readily be seen that, as before stated, the department was practically non-existent—and this in spite of the fact that we had the best location for the sale of this line of goods in the city, which, by the way, is of 90,000 inhabitants.

Our location was and is best because we are in the very centre of the city from both a geographical and a business standpoint; thousands of people pass our store daily, as does every trolley car in the city. We are in the heart of the theatre and hotel district, too. Just the ideal location for a large camera business.

Manifestly there was something wrong. And that something was simply that the line had not been pushed.

To be exact, during the month of June, 1912, a radical change was made in connection with the policy of running the camera department. The situation was gone into carefully from every angle, and it was decided that there was a good opportunity for an increased business. Previously the "department" occupied about two feet of the end of a

show-case. This injustice was remedied, and the stock, with the addition of more newly purchased goods, transferred to a high, roomy show-case just to the right of the main entrance and directly opposite the cigar case. It was reasoned—and correctly—that cameras and supplies should be of easy access.

At the same time it was also decided to install a dark room for printing and developing. An expert in this line was hired; and right here let it be emphasized that a No. 1 man is absolutely essential for the success of a developing and printing department. Without an expert it's simply a waste of time and money to try to work up any kind of a large business in developing and printing—this mainly because of the keen competition there is today.

Amateurish efforts in the work will kill a business in no time. So for any one thinking of branching out in the developing and printing business the most important and first move to make is to get hold of a good man. This is what we did, and much of the resultant success is due to his work.

Simultaneously with transferring the cameras and supplies to larger and more accessible quarters and installing the dark room, we launched a heavy advertising campaign in the local papers, of which there are four. We also went into a number of out-of-town papers. It is safe to say that for a year an ad pertaining to our camera department appeared in at least one of the daily papers each day. The ads ranged in size from four inches to a half-page. We ran these same ads in out-of-town papers quite regularly and made a strong point of our 24-hour service.

We are not advertising so strongly now. It isn't necessary. We still advertise regularly, but not so intensely.

Special Initial Offers

In order to get things started, for the first three or four years, during the month of May, we developed all films free of charge, and this point was featured in extra heavy type in our advertising. At the same time we also offered to enlarge and frame any picture for 49 cents.

These two points—the free developing and cheap enlargement—brought results that were startling. Films came pouring in with requests for enlargements of such and such a one, "according to the terms of the advertisement." There was a large mail-order business.

And all this within the first three months of the effort. Our expert was swamped and began to holler for help; he was going without meals and working nights trying to maintain the advertised 24-hour service. A girl was hired to assist him, and since then the work has always demanded the services of at least two steadily.

This increased the sale of cameras and supplies, of course. And right here is the proper place to bring out another point that aided in our success, and a point that it would be well for others to give heed to. Back of our camera case we also had a man who knew his business. He could not develop or print, but he knew cameras all up one side and

Amateur Photography

are apt to have trouble with their first pictures and attribute the fault to the camera, when in fact it is due to inferior supplies. Our

Photographic Supplies

are fresh and of best quality.

Send Kodak Pictures
to the Soldier Boys

A complete assortment of Kodaks and
Supplies.

Jury & Lovel

Have a Development Co. in their local paper make known their photo supplies department

down the other. It was as easy for him to talk lenses, speeds, etc., etc. as it was for most of us to say the alphabet.

Larger Quarters Needed

Our stock gradually increased until it was necessary to devote a whole corner of the store to it—all this within one year through no other methods than those just described.

During the second year a good-sized space on the side of the building was painted white and an appropriate sign painted thereon in big black letters. Thousands of people pass this sign daily, and straightway we noticed another increase in business. We figured it must have come from people who for some reason or other did not read the papers.

The original dark room had to be abandoned and larger quarters obtained. We equipped two large rooms over the store proper with the necessary paraphernalia for developing and printing. Shelving was built in on the side of an adjoining room for the stock of folders and mounts, and a customer is taken there to make his selections. This is more convenient than having this class of goods in the store proper.

We now make it a point to keep a display of cameras and supplies in one of our show windows permanently. The arrangement of the goods is changed from time to time, but the window is kept working 52 weeks a year.

Sunlight and Dust

Much care must be used in displaying cameras in the show windows, as direct sunlight and dust soon leave their marks. It is well to display the less expensive cameras, keeping them out of the direct sunlight and in as dust-proof positions as possible.

Soliciting professional men for business may or may not be an advisable procedure. The completeness of our stock

and the size of our business make it almost impossible for us to turn them down. We started in catering to them, and eventually found that it would be a hard matter to stem the tide in this direction, even if we wanted to. But they consume much of one's time, frequently want something we haven't got, and expect such close prices that when we figure our small margin of profit on what they buy, it is pretty safe to say that their business does not pay. At least that is the way we look at it. Regular photographers occupy the same relative position to a camera department that doctors do to a drug department, only worse, inasmuch as they don't even send in any work analogous to doctors' prescriptions to offset the close prices you allow them on goods.

Enlarging is another feature that, according to our experience, it is well to avoid. Enlarging takes much time, and although in pricing the work this time is taken into consideration, the range of prices as charged nearly everywhere is too low to permit realizing any kind of a normal profit. In other words, straight developing and printing reaps a much larger return and takes less time.

Up to Their Necks in Work

At present we have two experts in our developing and printing department continually, and they are up to their necks in the work of straight developing and printing. When orders for a number of enlargements come it's a serious question as to how to get them out. It would not pay to take on another man to do this work, and still it makes too much work for two men to take care of, along with the regular work.

The record for the largest number of films developed during any one day is 272.

When it comes to the sale of cameras, the less expensive ones, of course, go best. But many of the larger and more

Illingworth's

PHOTOGRAPHIC PAPERS

Bromide, Bromide de Luxe, Slogas (Gaslight) Enitone (Self-toning) and P.O.P. Post Cards in all grades. Thomas Illingworth & Co., Limited, London. Illingworth's are the Paper People.

AGENTS FOR CANADA, THE

National Drug and Chemical Company of Canada, Limited
34 St. Gabriel Street, Montreal

The Premier Self-toning Paper

TINTONA

A heavy weight tinted base paper coated with the world famous Seltona emulsion. In four tints: Cream, Blue, Green and Grey.

Seltona LETO

Collodian SELF TONING PAPER

In five grades: matte smooth, cream smooth, antique white, antique cream and glossy. Paper, Postcards and Boardoids in all grades.

The LETO Photo Materials Company, 1905 Ltd.

Roman Wall House
1 Crutched Friars
LONDON, E.C. 3

WATKINS EXPOSURE METERS



Special patterns
or Studio, Indoor
Kinematograph Colour Plate

STOCKED BY STORES

WATKINS METER CO. - HEREFORD, ENGLAND

Photographic Supplies

The Retail Drug trade is the legitimate outlet for the sale of photographic goods. Tell them about your lines on this page.

Rates on request

expensive machines are disposed of also, especially during the summer months. Many days during those months the cash register in this department hits the \$100 mark.

It can plainly be seen from the foregoing that with us this sort of thing has proved to be a side-line well worth pushing.

To any druggist who is on the fence regarding the advisability of putting in a camera department our advice is to go ahead. With the proper equipment and the right kind of push in the right direction there ought to be only one result.

GUESS THE MISSING LETTERS

In making signs for my store, says a New York druggist, I have usually followed the rule of printing the first letter of the more important words in a different color.

The thought occurred to me that it would be a somewhat novel idea to leave these letters off one of the cards. I tried out the scheme and put a question mark enclosed in a square in the place of the letters. At the bottom I printed in small type: "Fill in the missing letter."

The sign appeared something like this:

For
(?) AIR
and
(?) EALT (?)
use

LIQUID TAR SOAP SHAMPOO
50 cents

Fill in the missing letters.

I found that this unique sign caught the eye of those passing a great deal quicker than the ordinary ones which the people are accustomed to see. It attracted attention, and that is an important test in judging an effective sign.

FOR SMALL OVERDUE ACCOUNTS

If you sell a "charge account" trade, you likely have a number of small charges of a few cents or dollars which become overdue. The size of these amounts will not warrant your regular collection system or personal follow-up, but some of them can be collected if you go about it in a semi-humorous manner.

Have some billheads printed in greatly reduced size. In the lower left corner have printed in red or write with red ribbon on your typewriter this message:

"This amount is so small that we wouldn't send our regular bill after it. Instead we are sending his son, Bill, Junior. Will you please help the young fellow get a start by paying the amount due."

A STRONG WINDOW FEATURE

A dealer in sporting goods by the name of Shaw put a litter of four puppies in his window to advertise a certain kind of puppy food, says the *Druggists Circular*. Each dog wore a blanket bearing, respectively, the letters S H A W. A sign was placed in the window offering a prize of \$10 to the first person calling the proprietor's attention to the dogs when standing in such a position that the letters on their blankets spelled his name.

Excited crowds stood around the window continuously. Although every scheme imaginable was tried to coax the dogs into the right position, as luck would have it, they refused to be coaxed and the prize money went unrewarded.

In Lighter Vein

NEVER HEARD OF DAN WEBSTER AGAIN

There is a story told of a New England school board that was discussing a change of school-books, and had almost decided upon the change when one old fellow got up and voiced his opinion:

"I don't see no sense in spendin' all this money for new books when the old ones ain't wore out. Ain't spellin' and long division the same in one book as another? In my opinion, there's altogether too much book l'arnin' these days, anyway. I never could see that book l'arnin' ever did anybody no good. I knowed a feller once who spent all his spare time on books. If I went by his house at night I'd see a light in his winder, and I knowed Dan Webster was studyin' in his books. He got all chock full o'book l'arnin'. Dan did, and what good did it ever do him? He went away from here, and we never heard of him again!"

COMMUTER'S COURAGE

It was pretty late for Suburbanite Jones to be getting home. Walking up the street from the station he heard footsteps following him. He increased his speed, and the strange steps quickened their pace also. He took a slower pace and the steps behind him slackened.

This was no time for showing agitation. Jones felt he must not reveal his terror by looking back.

He turned quickly down a side street. The footsteps followed. He dodged into an alley; but was still pursued. In desperation he jumped a wall, ran up a little slope, and into a churchyard, where he crouched, panting, in the darkness on a grave.

The man behind still followed. Quivering with fear of "crime wave" atrocities, Jones waited for his pursuer.

"W-what do you want?" he asked.

"Say," exclaimed the stranger, mopping his brow, "do you always go home this way? I'm going up to Mr. Brown's and a man at the station told me to follow you, as you lived next door. Excuse my asking you, but have we much more of this to go through before we get there?"

Ship Captain (to applicant for job): "Suppose a young lady had fallen overboard and each big wave was washing her further out to sea. What would you do?"

Applicant: "Well, sir, I would throw her a piece of soap."

Captain: "Soap! What could she do with soap?"

Applicant: "She could use the soap to wash her back again."

AGENCIES WANTED

MANUFACTURERS AGENT speaking French and English with first class connection amongst wholesale and retail druggists in Montreal and vicinity is open to represent one or two manufacturers. Highest references. Apply Box C, Retail Druggist of Canada, 51 Wellington St. West, Toronto.

GOODS ALWAYS IN DEMAND

All British Manufacture Are You Stocked?

TRY IT IN YOUR BATH SCRUBB'S Cloudy AMMONIA

MARVELLOUS PREPARATION

Invaluable for Toilet and Domestic Purposes.

Sales Agents for Canada: - Harold F. Ritchie and Co., Ltd., 10 McCaul St., Toronto



TRADE MARK Reg'd.
Established 1847

THE LION LEADS NO LANCING OR CUTTING WITH Burgess' Lion Ointment

A CONTINUOUS RECORD OF SUCCESS

Stocked by the leading Wholesale Houses. The Proprietary or Patent Medicine Act No.

PHOSFERINE The Greatest of all Tonics A Proven Remedy for

Influenza Maternity Weakness Lassitude Sciatica Neuralgia Loss of Appetite
Indigestion Mental Exhaustion Anaemia Nerve Shock Malaria Rheumatism
Sleeplessness Premature Decay Neuritis Headache Exhaustion Nervous Debility

Sold by leading druggists everywhere, in liquid and tablet form.

Sales Agents for Canada: Harold F. Ritchie & Co., Limited
10 McCaul St., Toronto, Ontario

Proprietors: Ashton & Parsons, Limited, London, England

ATKINSON & BARKER'S INFANTS' PRESERVATIVE

The Mother's Best Friend for over a Century.

R. BARKER & SON, Ltd., Wesley St., C-on-M., Manchester, Eng.

STOUT PEOPLE DEMAND ANTIPON

The World's Most Popular Remedy for Obesity
Should be stocked by all up-to-date druggists and stores. From
all the leading wholesale houses, including The National Drug
& Chemical Co.

of Canada. The
T. Eaton Co.,
Limited, Lyman
Bros. & Co.,
Limited, and
Sharland & Co.

Sharland & Co.

Eldon Street, London, England

Antipon

Oxbridge's Lung Tonic

FOR
COUGHS
FOR
COLDS

GUARANTEED ACETIC ACID

SPINAL SYSTEM OF TREATMENT

A safe, simple and efficient External Remedy for Nerve, Rheumatism,
Gout, Rheumatism, Sprains and Chest complaints. Spinal, Stomach, Liver
and Gallstone and Chronic Diseases.

Stocked by all Wholesale and Retail Houses in large and small bottles.
"The Medical" 1. "The Household" 4d.
"The Practical Guide" containing instructions free from

F. COUTTS & SONS.

6 Gt. Eastern St. LONDON, ENGLAND

Clarke's Blood Mixture

"Everybody's Blood Purifier."

In Greater Demand than Ever

BECAUSE of its great merit in the treatment of
Bad Legs, Abscesses, Ulcers, Glandular Swellings,
Piles, Eczema, Boils, Pimples, Sores and Eruptions,
and BECAUSE it is regularly advertised in Can-
ada, Clarke's Blood Mixture, the famous Blood Purifier, is
to-day in greater demand than ever. Over 50 years success.

Stocked by all principal wholesalers

TRUSSES

For All Markets

We make every kind of Truss, both English
and American pattern, in a variety of styles and
qualities, and shall be glad to submit drawings
and prices.

PRICE LISTS

ELLIS, SON & PARAMORE, Spring St. Works, Sheffield Eng.

"NON-RUST"



SHADEINE FOR COLORING GREY HAIR

This popular article is largely advertised
and stocked by all Wholesale Houses.

Lyman Bros. Co., Ltd., 71 Front St. E., Toronto
Parke & Parke, Ltd., Hamilton, Ontario

The Shadeine Co., 58 Westbourne Grove,
London, W., England

FENNINGS' FEVER MIXTURE

as used throughout Great Britain and
Colonies for over fifty years

Wholesale Agents—SNIDER & BOSSONS, WINNIPEG

The Evan Williams

"Always in Great Demand"
Canadian Agents

Messrs. Palmers, Ltd. 100 LaFour Street, Montreal

ORIGINAL
HENNA

SHAMPOO

Dr. STEDMAN'S TEETHING POWDERS for Children

Dr. STEDMAN'S WORM POWDERS for Children and Adults

From all the Leading Wholesale Houses

Depot: 125 New North Road, London, N. 1. England

"SPUN" OINTMENTS

THE LARGEST SALE IN THE WORLD

We pack everything necessary to a chemist's Business.
Write for our illustrated Catalogue.

Robert Blackie, Shen Work's Tower Bridge Rd., London, Eng.

SECCOTINE

REGD.

THE BEST GENERAL ADHESIVE THE
WORLD KNOWS. IT SELLS ON SIGHT.

FIRMAS

REGD.

A liquid preparation to be used
for cementing articles of Glass,
China, or Delph required to hold
hot or cold water—a marvellous product

ISSUED BY McCaw Stevenson & Co. Ltd. BELFAST, IRELAND

Sole
Canadian
Agents

MENZIES & COMPANY, LIMITED,
439, KING STREET WEST, TORONTO

Current Prices on Drugs and Chemicals

The prices presented here represent average Toronto prices for the usual quantities purchased by retail dealers. Owing to the unsettled conditions these quotations are liable to change.

Acetanilid, lb.	\$.60	Aluminium, Acetotartrate, oz.	\$0.25	Ashes, pearl, lb.	\$.60	Bromine, oz.20
Acetone, pure, lb.95	Bromide, oz.50	Pot., lb.15	C.P., oz.60
Acid, Acetic, B.P., lb.22	Chloride, pure, oz.15	Asphaltum, lb.10	Chloride, oz.50
Acetic, 99 1/2 p.c., lb.65	Metal, oz.25	Atropia, pure, 15 gr. bots., each	2.00	Bromopin, 1/4 lb., lb.	4.30
Arsenious (Arsenic), lb.20	Nitrate, pure, oz.15	Sulphate, 1/8-oz. bots., per oz.	8.25	Tablets, box of 25 each	.65
Arsenious (pure), oz.10	Sulphate, pure, oz.15	Balsam, Canada, lb.	1.50	Bromform, oz.25
Arsenious (red lump), oz.05	Vinuous, oz.75	Copaiba, Amer., lb.80	Bromural, oz.	3.15
Benzoic, from Gum, oz.	1.10	Alypin, 1/4 oz., bot., each	1.50	Copaiba, English, lb.	1.75	B roomtopz lb.50
Benzoic, from Toluol, oz.20	Amidol, oz.	1.00	Peru, oz.35	Cadmium, oz.25
Boracic Crystals, lb.22	Ammonal, oz.	1.65	Tolu, oz.15	Bromide, oz.30
Boracic, pulv., lb.22	Ammonal tablets, oz.	1.65	Bark, Ash, prickly, lb.25	Chloride, oz.30
Butyric, oz.25	Ammonium Acetate, oz.15	Bark, Angustura, lb.	1.10	Iodide, oz.55
Cacodylic, 5 gr. bot., ea.30	Benzoate, oz.35	Bayberry, lb.90	Nitrate, oz.25
Camphoric, oz.90	Bichromate, oz.20	Canella, lb.25	Sulphate, oz.30
Carbolic, 1 lb. bots.40	Borate, oz.20	Cascara, lb.25	Sulphide, oz.50
Carbolic, 5 lb. tins lb.32	Bicarbonate, oz.15	Cascarella, lb.	1.35	Caffeine, oz.40
Carbolic, 10 lb. tins lb.31	Bromide, lb.55	Cherry, black, lb.30	Benzoate, oz.	2.10
Carbolic, crude, Com'l., ga.80	Carbonate, lb.20	Cotton Root, lb.20	Citrate, oz.40
Chromic, pure Cryst. oz.25	Carbonate C.P., Howard's, lb.	1.00	Condurango, lb.60	Hydrobromate, oz.	1.20
Crysophanic, oz.35	Carbonate C.P., Merck's, lb.60	Elm, lb.90	Hydrochloride, oz.	1.35
Cinnamic, oz.80	Carbonate, powd. lb.21	Hemlock, lb.15	Salicylate, oz.	1.00
Citric, lb.35	Fluoride, oz.50	Mezereon, lb.50	and Soda Benzoate, oz.80
Uric, 1 lb. bots. each	1.50	Glycerophosphate, oz.50	Peruvian, Red, lb.55	Calamine, prepared, lb.15
Fluoric, 1/2 lb. bots.88	Hypophosphite, oz.30	Peruvian, yellow, lb.65	Calcium, metal, oz.	5.25
Fluoric, 1/4 lb. bots. each	.56	Iodide, oz.55	Pomegranate, lb.55	Acetate, oz.15
Fluoric, oz.40	Liquor, fort., lb.18	Pondar, lb.30	Bromide, oz.15
Gallic, oz.15	Molybdate, oz.35	Sassafras, lb.50	Carbide, lb.15
Glycerine, phosphoric, oz.65	Muriate, lump, lb.25	Soap, lb.25	Carbonate, pure	.50
Hydriodic, oz.45	Gran.15	Tamarac, lb.35	Carbonate, Precip., lb.10
Hydrobromic, lb.50	Nitrate, com'l., lb.35	Wahoo, lb.	1.15	Chloride, com'l., lb.08
Hypophosphorus, 10 p.c., oz.15	Nitrate, C.P., oz.15	Witch Hazel	.15	Chloride, pure, lb.	1.00
Lactic, concentrated, oz.20	Oxalate, oz.15	White Pine, lb.18	Glycerophosphate, oz.80
Mallic, oz.	1.20	Persulphate, oz.20	Barium, Acetate, oz.20	Hypophos, oz.15
Meconic, oz.	4.25	Phosphate, pure, oz.15	Bromide, oz.40	Hyposulphite, oz.15
Molybdic, pure, oz.40	Salicylate, oz.30	Carbonate, pure, lb.60	Iodide, oz.65
Monochlor, acetic, oz.45	Succinate, oz.70	Chlorate, oz.20	Lactate, oz.20
Muriatic, com's, lb.08	Sulphate, com'l., lb.15	Chloride, com'l., lb.25	Lactophosphate, oz.25
Muriatic, C.P., lb.28	Sulphate, pure, oz.10	Chloride, pure, lb.70	Nitrate, oz.25
Nitric, com'l., lb.18	Sulphide, pure, cryst., oz.90	Metal, 2 c.c. tubes, each	7.00	Oxalate, pure, oz.15
Oleic, pure, oz.45	Sulphite, oz.30	Nitrate, oz.20	Peroxide, oz.30
Osmic, 1 gramme tu., ea.	5.10	Sulphocyanide, oz.20	Oxide, Hydrate, com'l., oz.10	Phos. Percip., lb.25
Oxalic, lb.25	Tartrate, neutral, oz.20	Peroxide, Anhydrous, pure, oz.	.10	Phosphide, oz.90
Oxalic, pulv., lb.40	Valerianate, oz.75	Peroxide, com'l., lb.	1.00	Saccharate, oz.20
Perchloric, oz.25	Amyl, Acetate, Oxide, oz.15	Phosphate, oz.20	Salicylate, oz.45
Phosphoric, concent, 1500 lb.75	Butyrate, oz.35	Sulph., Precip., oz.10	Sulphate, Precip., lb.70
Phosphoric, dil., lb.30	Formate, oz.25	Sulphide, pure, oz.15	Sulphide, oz.10
Phosphoric, glacial, oz.25	Nitrate, oz.70	Beans, Calabar, oz.15	Sulphite, oz.15
Phosphoric, syrupy, 1750, lb.58	Nitrite, oz.50	Tonquin, oz.25	Sulphocarb. oz.20
Prologenous, lb.15	Valerianic, oz.70	Vanilla, Mexican, oz.60	Campher, in bulk.	1.70
Prussic, g.s. bots., doz.	3.00	Anaesthesia, 25 grm. pgks., each	3.85	Vanilla, Bourbon, oz.40	oz. blocks, lb.	1.70
Pyrogalic, Marck's, oz.35	Amylene, Hydrate, oz.	1.35	Berberine, Sulph., oz.	3.10	Powdered, lb.	2.00
Salicylic, lb.65	Anethol, oz.65	Benzole, lb.20	Monobromide, oz.	1.35
Salicylic, natural, oz.	1.00	Aniline, pure, oz.15	Benzoin, lb.	2.35	Monobromide, oz.30
Succinic, oz.	2.00	Anisole, oz.50	Benzosal, oz.	1.80	Cannabine Tannate, 15-gr. tubes, each	.60
Sulphanilic, oz.50	Antikamnia, oz.	1.80	Benzyl, Chloride, com., oz.50	Cantharides, whole, Chinese lb.	2.25
Sulph. Atomat, lb.	1.10	Vest pocket, box, doz.	3.15	Berries, Buckthorn, lb.	1.00	Powder, Chinese, lb.	2.25
Sulphocarboic, oz.35	Antimony, metal, oz.10	Coculus, Indicus, lb.75	Whole, Russian, lb.	5.00
Sulph., com'l., lb.12	Pulv., pure, oz.10	Cubebs, lb.	2.00	Powdered, Russian, lb.	5.10
Sulph., C.P., lb.25	Arsenate, oz.30	French, lb.20	Canthardin, 5 gr. tube, each	2.25
Sulphurous, lb.20	Chloride, oz.45	Juniper, lb.15	Carbon, Bisulph., lb.25
Stearic, lb.60	Liver (crucis), lb.70	Laurel, lb.20	Tetrachloride, lb.35
Tannic, lb.	1.25	Oxide, White (Acid Antimony), oz.75	Prickly Ash, lb.30	Castoreum, oz.65
Tartaric, chys., lb.45	Tart. Pulv., (Tartar Emetic), lb.70	Poke, lb.65	Celloidin, oz.	1.50
Tartaric, pulv., lb.45	Antiosin, oz.	2.25	Saw Palmetto, lb.40	Cerium, nitrate, oz.35
Trichloracetic, oz.45	Antivine Salicylate, oz.	1.50	Betel, oz.70	Oxalate, oz.20
Uric, oz.	1.50	Antivine Neuralgic oz.	1.30	Bismuth, Ammon., Citrate, oz.75	Chalk, French, lump, lb.40
Valerianic, oz.	1.20	Avial green, oz.25	Benzoate, oz.85	French, powd., lb.05
Aconitine pure amorph. gr.20	Apocodine, Hydrochlor., 1 gr. bots. each	.25	Retanaphol, oz.35	Chirarte, lb.85
Alops (acon. hydrous) lb.45	Avocetina, oz.90	Carb., lb.	3.80	Chloralamid, oz.85
Airal, oz.75	Avomorphia Muriate, oz.	55.00	Citrate, oz.40	Chloral Hydrate, lb.	1.35
Albamin, from egg, oz.35	Arbutin Crystals, oz.	1.90	Iodide, oz.65	Chloroform D. & F., blue label, lb.	2.10
Albamin, from blood, oz.35	Arca, Nure II	.65	Liquor, lb.80	D. & F., pure, lb.	3.60
Alcohol, galian, 19.50	3.60	Nitrate, pure, lb.75	Metal, oz.35	D. & F. Methyl, lb.	2.10
Amellie C.P. lb.	3.30	Oxalate, lb.40	Nitrate Crystals, oz.30	Commercial, lb.70
Colubian, sat. gal.	3.50	Oxide, oz.50	Oxalate, oz.40	Lyman's, lb.90
Methylated, gal.	1.60	Oxychloride, oz.30	Phosphate, oz.45	Chlorophyl, for spirits, oz.	1.20
Wood, gal.	1.60	Salicylate, oz.30	Subgallate, oz.30	for oils, oz.65
Alcohol, oz.16	Subiodide, oz.60	Sulphate, oz.30	Chlorophyl, for water, oz.75
Alkanin, oz.	1.50	Subnitrate, lb.	3.40	Subnitrate, lb.	3.40	Chromium Acetate, oz.25
Almond, bitter, lb.60	Tribromphenol, (Nereform)75	Valerianate, oz.45	Carbonate, oz.50
Almond, Mar.70	Valerianate, oz.45	Rale, Armenia, lb.25	Chloride, soluble, oz.60
Alcin, oz.20	Arseroot, Bermuda, lb.	1.00	Borax C.P. Cryst., lb.30	Chloride, Solution, oz.20
Alcin, lb.10	St. Vincent, lb.20	C.P., pulv., lb.30	Nitrate, oz.30
Alcin, lb.10	Argentum metal, oz.30	Cryst., lb.15	Oxide, oz.20
Alcin, lb.10	Bromide, oz.50	Pulv., lb.15	Powdered, oz.30
Alcin, lb.10	Chloride, oz.50	Glass, lb.40	Sulphate, oz.20
Alcin, lb.10	Iodide, oz.75	Boroglycerine oz.	\$0.15	Cinchonine Muriate, oz.	1.50
Alcin, lb.10	Sulphide, Red (Realgar), oz.45			Pure Crystal, oz.95
Alcin, lb.10	Acetol, oz.25			Salicylate, oz.60
Alcin, lb.10					Sulphate, oz.	1.10
Alcin, lb.10					Cinchonidia, Sulph., oz.	2.00
Alcin, lb.10					Cinchonidine, pure, Cryst., oz.	1.20
Alcin, lb.10					Hydrochlor, oz.	2.00

Citric acid, oz.	\$0.90	Eserine, Salicylate, 5 gr. tube,	each	1.70	Gum Seedlac, oz.	.10	Iron Oxide, Com'l, lb.	\$0.20
Citrophen, 25 gr. pkt., each	.90	each			Shellac orange, lb.	1.25	Black, oz.	.15
Cobalt, oz.	.60	Sulphate, 5 gr. tube, each	.65		Shellac, bleached, lb.	2.25	Brown, pure, lb.	.40
Chloride, oz.	.35	Ether, Sulph., lb.	.40		Shellac, Powd., lb.	1.35	Succinated, lb.	.60
Nitrate, oz.	.20	Sulph., Squibbs, 1/4 lbs.,	1.76		Storax, oz.		Peptonized, oz.	.70
Oxide, oz.	.30	lb.			Spruce, lb.	1.25	Perchloride, oz.	.40
Sulphate, oz.	.20	Ether, Valerianate, oz.	1.00		Substitute Yellow Dextrine,		Phosphate, Scale, oz.	.15
Cocaine alkaloid, oz.	19.00	Ethyl, Bromide, oz.	.50		lb.	.10	Pyrites, lb.	.30
Nitrate, 1/2 oz. ea.	5.00	Butyrate, oz.	.40		White, lb.	.10	Iron Pyrophos., oz.	.20
Salicylate, 5 gr. pkt. ea.	1.25	Formate, oz.	.30		Tamarac, lb.	1.50	Salicylate, oz.	.20
Muriate, oz.	7.25	Iodide, oz.	.65		Thus, Turpentine, lb.	.30	Sesquichloride, oz.	.10
Seal, lb.	.75	Eucaine, B., 1/2 oz., each	.70		Tragacanth, pulv., lb.	2.75	Silicate, oz.	.20
Pulv., lb.	.85	Eucalyptol, oz.	.20		Tragacanth, extra select,		Subsulphate, oz.	.15
Cocoa Butter, lb.	.75	Euresol, oz.	3.50		lb.	3.25	Succinate, oz.	.50
Codena, Cryst., oz.	6.75	Euphen, oz.	2.10		Tragacanth, 2nd select,		Sulph., Exsic, lb.	.12
Hydrochlor, oz.	9.00	Exalgine, 25 grs., each	1.50		lb.	2.75	pure, lb.	.35
Phosphate, oz.	4.50	Exodin Tablets, 1/2 g. amme			Tragacanth, Sorts, lb.	2.25	Sulphocarb., oz.	.30
Sulphate, oz.	4.75	each (boxes of 10 tab-			Gun Cotton, oz.	.40	Sulphocyanide, oz.	.50
		lets) box	.50		Haemoglobin, oz.	.85	Tart and Potash, oz.	.30
Colchicin, C.P., Cryst., 15		Ferratin, oz.	1.00		Hedonal, oz.	1.35	Valerianate, lb.	.75
gr. bot., each	2.65	Ferropyrine, oz.	1.40		Heliotropin, oz.	.50	Wire, fine, lb.	.50
Colocynthis, apple, lb.	.80	Fibroslyn, tube, each	.55		Holocaine Hydrochlor, 1		Sulphide, lumps, lb.	.25
Pulv., lb.	1.00	Flowers, Arnica, lb.	.35		gramme bots., each	1.00	sticks, lb.	.30
Colloidal, lb.	.60	Chamomile, German, lb.	.55		Homatrophine, pure, 1 gr.		Isinglass, American Fish, oz.	.20
Canthar, oz.	.40	Chamomile, Roman, lb.	1.15		tube, each	.35	Brazil, oz.	.45
Flexible, oz.	.10	Calendula, lb.	3.50		Hydrobromate, 1 gr.		Russian, oz.	1.60
Styptic, oz.	.15	Flowers, Elder, lb.	.35		tube, each	.50	Jalapin, oz.	1.25
Coloring, Brandy, lb.	.20	Lavender, lb.	.65		Hydrobromate, 1 gr.		Juice Pawpaw, oz.	.70
Cochineal, lb.	.50	Rose, oz.	.20		tube, each	.50	Jalap, Resin, oz.	.75
Confect., Opium, lb.	.75	Formaldehyde, lb.	.32		Honey, lb.	.25	Kamala, oz.	.50
Roses, lb.	1.25	Formin, oz.	.18		Hops, in packages, doz.	1.00	Kaolin, lb.	.12
Senna, lb.	1.25	Fluor Spar, powd., lb.	.15		Hydrastin, Alkaloid, 15 gr.		Kefir, fungi, oz.	1.65
Sulphur, lb.	.50	Fluorescein, oz.	.90		tubes, each	2.50	Keratin, Peptonized, oz.	3.25
Copper Acetate, pure, oz.	.20	Fuller's Earth, lb.	.10		Hydrastin, Hydrochlor, 15		Kesselguhr, Natural, lb.	.40
Arseionate, oz.	.20	Powdered	.07		gr. bots., each	1.50	Koussou, oz.	.20
Aluminated, oz.	.10	Gadol, oz.	.40		Sulphate, 15 gr. bots, ea	2.30	Kola Nuts, lb.	.55
Ammonia Sulph., oz.	.15	Gallobromal, oz.	.60		Hydrastine Hydrochlor,		Lactophenin, oz.	1.15
Bromide, oz.	.45	Galls, powd., lb.	.50		15 gr. tubes, each	2.75	Lactucarium, oz.	1.25
Carbonate, lb.	.60	Garlic, lb.	.30		Hydroquinine, oz.	.25	Laevulose, Diabetic, 100	
Chloride, B., oz.	.20	Gelatin for Hypodermic use,			tube, each	.50	gm. tin, each	.80
Citrate, oz.	.30	100 grammes, each	1.60		Hyoscyamine, amorph.,		Syrupy, Microscopy, oz.	1.00
Cyanide, lb.	.25	Cox's, per doz.	2.00		Cryst., 1 grain, each	.40	Lard, Benzozated, lb.	.50
Filings, oz.	.12	Gelatin, Silver label, lb.	1.25		Hydrochlor, 5 gr. tube,		Lead Acetate, C.P., Cryst.,	
Foil, oz.	.15	Gelseminine, C.P., 5 gr. bot.	.70		each	1.25	lb.	.55
Metal, oz.	.25	each			Pure Amorphous, 1 gr.	.50	Acetate, lb.	.25
Nitrate, oz.	.15	Hydrobromate, 5 gr. bot.	.70		tube		Acetate, powdered, lb.	.30
Oxalate, oz.	.35	each			Hyoscyamine, amorph.,	.40	Arsenate, Com'l, lb.	.40

Lithia Chloride, oz.	\$0.25	Chloride, oz.	20	Wine, oz.25	Cyanide, mixture,45
Utrate, oz.30	Nitrate, oz.	\$.20	Wintergreen, oz.40	Glycerophosphate, oz.30
Iodide, oz.20	Oxide, oz.15	Artificial, oz.10	Hypophosphite, oz.15
Nitrate, oz.25	Salt, lb.30	Wormseed, oz.35	Hyposulphate, oz.50
Salicylate, oz.45	Sheet, oz.15	Wormwood, oz.	1.75	Hyposulphite, oz.15
Tartrate, oz.35	Sulphate, oz.10	Oil Cake, ground, lb.06	Iodate, oz.	1.20
Litmus, Granular, lb.	2.00	Nosode, oz.	2.50	Ointments, Balladonna, oz.35	Iodide, lb.	4.80
Cubes, lb.	2.85	Nux Vomica, powd., lb.45	Blue, lb.	1.30	Metabisulphate, oz.15
Losophen, oz.	2.25	Nyctanets, Reagent, lb.	1.00	Boric Acid, lb.45	Nitrate, lb.25
Luminal, oz.	9.60	Oil Amber, crude, lb.	1.20	Calamine, lb.75	C. P., lb.	1.00
Luplin, oz.65	Rectified, lb.	1.20	Canthar, lb.	1.10	Oxalate, Neutral, lb.	1.05
Lycopodium, lb.	2.25	Amygdal, Amara, pure, oz.	1.50	Carbonic, lb.50	Perchlorate, oz.30
Lycetol, oz.	3.75	Persic, oz.	1.25	Gaude, lb.	1.10	Permanganate, lb.35
Magnesium, Ammonia, Phos- phate, oz.20	Aniline, oz.15	Co., lb.	2.00	Phosphate, C.P., oz.30
Borocitrate, oz.25	Anise, oz.15	Hyd. Ammon, Chlor., lb.	1.15	Prussiate, Red Cryst., lb.	1.55
Bromide, oz.40	Banana, lb.70	Biniodide, lb.	1.75	Red Pulv., lb.	1.60
Carb. (ounces), lb.60	Bays Green, oz.10	Compd., lb.	1.75	Salicylate, oz.30
" (ponderous), lb.25	Bay Rum, oz.38	Nitrat, lb.	1.00	Silicate, oz.40
" (Powdered), lb.85	Bergamot, oz.55	Oxide, Flav., lb.90	Silicofluoride, oz.15
" (Calcined), lb.20	Cade, oz.20	Oxide, Rub., lb.	1.50	And Soda Tart., C.P. Cryst., lb.	1.40
Chloride, oz.20	Cajuput, oz.15	Iodine, lb.	1.10	Sulphate, Cryst., lb.	1.00
Utrate, soluble, lb.	1.25	Camphor, lb.60	Compd., lb.95	Pulv., lb.	1.00
Glycerophosphate, oz.40	Capsicum, oz.	1.15	Iodoform, lb.	2.00	C.P., Cryst., oz.20
Hypophosphite, oz.80	Caraway, oz.30	Picis, lb.50	C.P., powd., oz.30
Magnesium Metal, powd., oz.35	Cassia, oz.25	Plumbi, Acetats, lb.65	Sulphite, oz.25
Nitrate, oz.15	Castor, English, 1st, lb.29	P.umbi, Iodi, lb.	1.75	Sulphocarb., oz.30
Phosphate, oz.60	2nds, lb.25	Resin, lb.75	Sulphocyanate, oz.35
Ribbon, oz.20	Pharmaceutical, lb.30	Sample, lb.65	Sulphuret, lb.65
Salicylate, oz.45	Cedar, pure, lb.	2.75	Sulphur, lb.60	Tartrate, lb.	2.15
Sulphate, C.P., dried, lb.07	Cedar, Com'l, lb.	1.50	Sulphur compound, lb.80	Propylamine, oz.	1.00
Sulphite, oz.15	Wood, lb., cedar.	1.00	Zinc, Oxide, lb.60	Chlor., oz.	2.50
Wire, oz.60	Cedrat, oz.90	Olgo Resin, Capsicum, oz.60	Protan, powd., oz.75
Maille (5 gramme tubes), each	1.00	Chaulmoogra, oz.50	Opium, oz.60	Pulvis, Aloes Co., lb.80
Maltose, oz.	1.05	Chamamile, oz.	4.00	Opium, pulv., oz.65	Amygdal, lb.	1.00
Manganese, Borate, oz.85	Citronella, Com'l, lb.80	Orange Peel,25	Antimon Co., lb.60
Carbonate, oz.20	Opt., lb.	1.10	Ground,30	Aromatic or Cinnamon Co., lb.	1.00
Chloride, oz.20	Cinnamon, True, oz.	2.00	Paucereatine, Pure, Active, oz.30	Pulvis, Creta, Aromat, lb.90
Glycerophos., oz.45	Cloves, oz.30	Papain,	1.00	C. Opil, lb.45
Hypophos., oz.30	Cocconut, lb.35	Merck's, oz.20	For Mistura Creta, lb.	2.75
Iodide, oz.60	Cod Liver, Norway, gal.	2.25	Pelletierine, Sulphate, 15 gr. bot., each	2.00	Ipecac Co., lb.	1.90
Metal, oz.50	" Mace, Essential, oz.40	Tannate, 15 gr. bot., ea	1.50	Jalap Co., lb.	2.40
Oxide, commercial, lb.	1.95	Cognac, green, oz.	1.75	Pepsine, Boudaults, oz.	2.35	Kino Co., lb.30
Black, pure, lb.50	White, oz.60	Scale, Pure Soluble, lb.	4.55	Licorice Co., lb.	2.75
Peptonized, oz.20	Copaiba, oz.20	Pure, Soluble, oz.40	Rhei Co., lb.75
Phosphate, oz.15	Coriander, oz.	1.20	Peptide, meat, dry, oz.39	Scammony Co., oz.30
Sulphate, oz.15	Cotton Seed, gal.	1.90	Perhydrol, 50 gramme bots., each75	Seidlitz, lb.	1.25
Manna, oz.	10.50	Croton, oz.25	Petrolatum, Yellow, lb.22	Thompson's Composition, lb.65
Menthol, lb.	1.30	Cube's, oz.90	White, lb.50	Putty Powder, lb.90
Mercury, lb.30	Over Resin, oz.	1.00	Phenocetine, oz.25	Pyoktannin, blue, oz.	8.25
Acetate, oz.30	Cumin, oz.85	Powd., oz. Phenalgine.	1.85	Pyramidon, Swiss, oz.	1.50
Bichlor. (Corros. Sub- limate), lb.	1.35	Dill, oz.75	Tablets, oz. Phenalgine.	1.85	Salicylate, oz.	1.50
Pulv., lb.	1.40	Erigeron, oz.90	Phenazone, oz.35	Pyridin, C.P., oz.25
Biniodide, oz.45	Eucalyptus, oz.10	Phenol, Bismuth, oz.80	Pyrogallol, Bismuth, oz.	1.85
Bromide, oz.80	Fennel, oz.45	Phenol, Chloride, oz.45	Pyrolignine, oz.	1.20
With Chalk, oz.10	Fusel, lb.65	Phenolphthalein, oz.25	Quassia Chips, lb.20
Chloride (Calomel) lb.	1.65	Hemlock, pure, lb.	1.80	Phloroglucin, 1/2 oz., each50	Quassin, 15 gr. bot., each.	1.85
Chl. Am. (White Precip.), oz.20	No. 2, lb.	1.20	Phosphorus, lb.60	Quinine, Alkaloid, oz.	1.35
Cyanide, oz.45	Goose, lb.75	Pentoxide, oz.30	Arsenate, oz.	1.50
Iodo Viride, oz.55	Jasmine, oz.	4.40	Red, oz.30	Bisulphate, oz.90
Nitrate Cryst., oz.30	Juniper, Berries, oz.25	Pilocarpine, Alkaloid, 5 gr. bot., each75	Cacodylate, oz.	4.20
Nitric Oxide (Red Precip., lb.	1.30	Wood, 1 lb.	1.40	Hydrobromate, 5 gr. bot., each90	Citrate, oz.	2.25
Oleate 10 p.c., oz.28	Lavender, Eng., oz.	5.50	Muriate, 5 gr. bot., each.38	Dihydrochlorate, oz.	2.25
Oleate 20 p.c., oz.33	Exotic, oz.25	Nitrate, 5 gr. bot., each.38	Ferro Cyanide, oz.	2.05
Oxide Flav., oz.30	Lavender, French, oz.60	Salicylate, 5 gr. bot., each60	Glycerophosphate, oz.	1.50
Oxychloride, oz.55	Garden, oz.15	Sulphate, 5 gr. bot., each60	Hydrochloride, oz.	1.10
Oxyamide, oz.45	Lemon, Opt., lb.	1.50	Pipe Clay, in squares, lb.16	Hydrochloride, oz.	1.10
Salicylate, oz.45	Grass, oz.20	Piperine, 1 oz., each	1.80	Hypophosphite, oz.	1.40
Sulph. Flav. (Turpeth) Min'l., oz.40	Linseed, boiled, gal.	1.37	Pitch, black, lb.07	Phosphate, oz.	2.25
with Sulph. (Ethiops Min'l.), oz.25	Raw, gal.	1.34	Burgundy, lb.45	Sulphate, oz.95
Sulphate, bi., oz.35	Mace, Essential, oz.40	Platinic Chloride, 5 p.c. sol., oz.	8.80	Salicylate, oz.	1.10
Sulphocyanide, oz.45	Mace, Expressed, oz.30	oz. bot., each	8.00	Tannate, oz.	1.20
Tannate, oz.35	Malefern, oz.45	Foil, per gr.50	Valerinite, oz.	1.60
Mesotan, 1 oz.	1.50	Mustard, artificial, oz.35	Wire, per gr.50	Resorcin, oz.30
Methylene Iodide, oz.	1.25	Essential, oz.	2.35	Plumbago, lb.12	Resublimed, oz.	8.25
Microcosmic Salts, oz.20	Mybrane, lb.45	Pedophyllin, oz.	1.45	Rice Flour, lb.15
Milk sugar, lb.40	Neatsfoot, gal.	2.00	Pennyroyal, oz.25	Rodinal, 3 oz. bottle for90
Mistura, Ferri Co., hl.60	Neroli, oz.	2.00	Pepper, black, oz.	1.20	Root, Aconite, lb.45
Glycyrrhiza Co. (U.S.P.), lb.60	Nutmeg, oz.25	Oleo Resin, American, oz.	2.50	Pulv., lb.50
Morphia, Alkaloid, oz.	10.50	Olive, pure, gal.	5.25	Orange, oz.35	Alkanet, lb.55
Acetate, oz.	4.50	Orange, oz.80	Bitar, pulv., lb.35	Angelica, lb.90
Bromide, oz.	20.00	Bitter, oz.60	Bicarb., lb.50	Arnica, lb.	1.25
Muriate, oz.	4.50	Origanum, White, oz.20	" Pulv., lb.50	Belladonna, oz.15
Sulphate, oz.	4.50	Red, lb.	2.50	" C.P., Cryst., lb.	1.25	" powd., lb.50
Tartrate, oz.	10.00	No. 2 lb.60	Bichromate, lb.25	Blood, lb.50
Valerianate, oz.	20.00	Palm, lb.23	" C.P., lb. Crystal.	1.60	Pulv., lb.40
Monochlorophenal, oz.60	Patchouli, oz.	1.00	Potassium Bisulphate, lb.	1.60	Burdock, lb.35
Moss, Iceland, lb.60	Pennyroyal, oz.25	Bisulphite, lb.	1.45	Elecampane, lb.32
Irish, lb.20	Pepper, black, oz.	1.20	Bitar, pulv., lb.35	" pulv., lb.36
Bleached, lb.60	Oleo Resin, American, oz.30	Bromide, lb.45	Galangal, lb.35
Musk, Canton, oz.	2.00	English, oz.	2.00	Carbopate, lb.45	Curcuma, pulv., lb.30
Musk, pure grain, grain10	Todds, oz.	1.50	Caustic, Purif. by alcohol. lb.85	Dandelion, lb.35
Myrtol, oz.	1.25	Petrolatum, Amer., gal.	3.50	sticks, lb.65	Dock, yellow, lb.30
Naphthalene, E.P., Cryst., oz.15	Pimento, oz.45	Chlorate, lb.25	" cut, lb.47
E.P., pulv., oz.10	Rangoen, pure, lb.60	Potassium Chlor pulv., lb.25	Calamus, lb.75
Balls, lb.15	Rhodii, oz.45	Pulv., C.P., lb.35	Colochiel, lb.65
Flake, lb.15	Rose, No. 2, 1/2, each	3.50	C.P., lb. Crystal.35	Columbo, lb.20
Naphthol Alpha, Recryst. Medic'l., oz.33	Rose Virgin, 1/2, each	4.00	Chloride, lb.40	Gentian, lb.30
Beta, Recryst. Medicinal oz.20	Rosemary, Opt., oz.15	Chloroplatinate, 15 gr. bots., each	2.60	" pulv., lb.25
Beta, Benzozate, oz.45	Com'l lb.	2.00	Chromate, Yellow, C.P., oz.	1.25	Ginseng, oz.	8.50
Nickel, Metal, oz.20	Santal, opt., oz.	1.00	Citrate, lb.	1.25	Golden Seal, whole, lb.	9.00
Bromide, oz.30	Santal, WI oz.75			Powd., lb.90
Carbonate, oz.15	Sassafras, lb.	2.75			Hellebore, White, Pulv. lb.35
		Artificial, lb.	1.25			Ipecac, oz.	3.08
		Savin, oz.60			Jalap, lb.90
		Skunk, lb.50			Jalap, pulv., lb.80
		Spearment, oz.	1.25			Leptandri, lb.30
		Sperm, gal.	4.75				
		St. Johnswort, lb.75				
		Spruce, lb.	2.00				
		Trans, oz.	1.40				
		Tar lb.	1.15				

Licorice, extra select, lb.45	Snuff, Copenhagen, lb.	\$1.75	Nitrate, lb.	\$0.35	Granulated, lb.	\$0.75
Root Licorice, extra select, lb.45	Mace, lb.	1.20	Oxalate, oz.10	" free from Arsenic,25
Root, pulv., lb.40	Scotch, lb.	1.30	Salicylate, oz.15	Hypophosphite, oz.60
Mandrake, lb.40	Lorillards, lb.	1.90	Sulphide, oz.15	Lactate, oz.60
Mandrake, g'd, lb.45	Soap, Arsenical, lb.40	Strychnine, oz.	2.10	Arsenate, oz.35
Marshmallow, g'd, lb.75	Castile, pulv., lb.40	Arsenite, oz.	2.70	Metal, pure, oz.10
Orris, lb.25	Curd, lb.40	Arsenite, oz.	2.70	Nitrate, pure, oz.25
" pulv., lb.30	Cocoonut, lb.25	Glycerophosphate, oz.	3.10	Oleate, oz.15
Pareira Brava60	Soft, lb.30	Hydrochlorate, oz.	2.00	Oxide, lb.22
Pleurisy, lb.50	Viride, lb.25	Hypophos, oz.	2.40	" pure, lb.35
Rhatany, lb.40	Whale Oil, lb.20	Nitrate, oz.	2.25	" Hubbocks, lb.75
Rhei, E.I., lb.	1.10	Soda, Acetate, lb.35	Sulphate, oz.	1.55	" dry process, lb.40
Rhei, E.I., pulv., lb.	1.25	Aluminate, oz.12	Phosphate, oz.	2.25	Permanganate, oz.70
" Turkey (so-called)30	and Ammonia Phos. (Micro-	.85	Valerianate, 1/2 oz.80	Phosphate25
" pulv., oz.35	scini Salts), lb.15	Stypticin, 15 gr. bot., each60	Phosphide, oz.35
Sarsaparilla, Honduras	1.10	Arsenate, pure, dry, oz.20	Tablets, box, each65	Salicylate, oz.15
" lb.80	Arsenite, pure, oz.06	Succus, Conium, lb.	1.10	Separate, oz.60
Mexican, lb.	1.50	Ash, lb.10	Tarax, lb.	1.60	" Comp., oz.20
Senega, lb.	1.10	Benzoate, oz.07	Sulfonal, oz.	1.50	Sulphate, pure, oz.30
Serpentaria, lb.50	" Chance's, lb.10	Sulphaminol, oz.	2.00	" C.P., Cryst., lb.30
Sombul, oz.	1.45	Bichromate, fused, oz.15	Sulphur, Chloride, oz.15	" C.P., Gran., lb.40
Spigelia, lb.20	Biphosphate, oz.15	Iodide, oz.50	Sulphide, pure, oz.15
Squills, white, lb.45	Bisulphate, pure, oz.25	Precipitated, lb.35	Sulphite, oz.29
" Pulv. lb.30	Bisulphite, lb.10	Opt., lb.50	Sulphocarb, oz.15
Saccharine, oz.20	Pure, dry, oz.15	" Powdered, lb.06	Valerianate, pulv., oz.48
Saffron, Amer, oz.	2.25	Bitartrate, Cryst., oz.45	" Sublimed, lb.08	" Cryst., oz.48
Spanish, oz.	1.05	Bromide, gran., lb.60	Extra, lb.14		
Sal Acetosella lb.39	Cocodylate, oz.35	Rol, lb.20		
Carlsbad, artificial, lb.1	Carb., C.P., Cryst., lb.21	Vilum, lb.18		
Epsom, lb.05	" C.P., dried, lb.50	Tamarids, lb.75		
Howard's, lb.21	Caustic, gran., lb.65	Tannablin, oz.	1.00		
Glauber, lb.18	" Sticks, lb.10	Tannigen, oz.60		
Sal Nitre, cryst., lb.35	" Sticks, pure, by45	Tannoform, oz.40		
Sal Nitre, gran., lb.65	" alcohol, lb.25	Tar, Barbadoes, lb.60		
Prunella, lb.35	Chlorate, oz.10	Stockholm, lb.20		
Rochelle, lb.04	Choleate, oz.15	Terebene, oz.20		
Soda, lb.55	Chloride, pure, oz.15	Terpin, Hydrate, oz.30		
Salicine, oz.15	Cinnimate, 1/2 oz., each25	Terpinol, Liquid, oz.75		
Salol, oz.	1.75	Citrate, oz.10	Theobromine, oz.45		
Salophen, oz.35	Ethylate, dry, oz.45	and Soda Salicylate, oz.	7.50		
Sanguinarine, Alkaloid, 5 gr.45	Fluoride, oz.25	Theocin, oz.	4.50		
" bot., each	20.00	Formate, oz.10	Theocine, Soda Acetate, oz.	1.35		
" Nitrate, 5 gr. bots., each	2.20	Glycerinophosphate, oz.55	Thiocol, substitute, oz.75		
Santonine, oz.75	Hypochlorite, Solution, oz.80	Thioform, 25 gram.40		
Santyl, Liquid, oz.13	Hypophosphite, oz.4	Thiol, oz.	1.00		
Capsules, 30 in box65	Hyposulphate, oz.25	Thiosinamine, oz.	2.10		
Saponin, 1/2 oz. bot., each25	Hyposulphite, lb. C.P.20	Thorium, Nitrate, oz.45		
Scopolamine, hydrochlor, 5	1.00	Iodide, oz.15	Thymol, oz.	1.35		
gr. bots., each40	Lactate, Syr., oz.50	Thyroidine, oz.20		
Seeds, Angelica, lb.50	Meconate, oz.10	Tin, Metal Sticks, oz.	2.50		
Anise, lb.60	Metaphosphate, oz.15	Granulates, lb.25		
" pulv., lb.40	Nitrate, Crude, lb.25	Powder, fine, oz.25		
" Star, lb.40	Nitrate, Pure Cryst., oz.10	Rasped, oz.45		
Burdock, lb.15	Nitrate, oz.15	Toluene, lb.50		
Canary, lb.	1.50	Oleate, oz.20	Tow, lb.	1.60		
Cardamom, Decort, lb.	2.55	Oxalate, oz.15	Tribromphenol, oz.	1.00		
Pulv., lb.60	Perborate, Medicin, oz.30	Bismuth, oz.20		
Celery, lb.40	Permanganate, oz.12	Triferrin, oz.	1.50		
Caraway, lb.45	Soda, Phosphate, gran., lb.50	Triferrin, oz.20		
Caraway, pulv., lb.	1.25	" C.P., Cryst., lb.55	Trikresol, oz.	1.50		
Colochici, lb.17	" C.P., pulv., lb.80	Trional, oz., substitute.75		
" pulv., lb.20	Salicylate, lb.13	Triphenin, oz.55		
Conium, lb.25	" Natural, oz.25	Tumenal, 25 grammes for	1.50		
Coroander, lb.25	Silicate, lb.35	Turpentine, chian, oz.35		
" pulv., lb.35	Succinate oz.20	Venice, lb.	2.00		
Croton, lb.40	Sulphate, C.P., Cryst., lb.30	Unguentum, Crede, oz.75		
Cumin, lb.25	Sulphate, C.P., dried12	Uranium Acetate, oz.60		
" pulv., lb.10	" lb.25	Chloride, oz.45		
Dill, lb.10	Sulphite, Cryst, or Gran.25	Nitrate, oz.35		
Fennel, lb.20	" C.P., lb.60	Urea Crystals, Pure, oz.65		
" pulv., lb.30	" Dried, C.P., lb.15	Nitrate, oz.60		
Flax, lb.10	Sulphocarb, oz.15	Urecedin, oz.60		
Flax, pure ground, lb.20	Tartrate, C.P., oz.60	Urethane, oz.60		
Foenugreek, pulv., lb.22	Sodium, Metal, oz.40	Vaniline, oz.90		
Hemp, lb.35	Solution Dobell's, lb.05	Veratria, pure, 1-8 oz each60		
Hyoscyamus, oz.	3.00	Fehlings, No. 1, oz.10	Verdigris, balls, lb.60		
Lobelia, lb.75	Fehlings, No. 2, oz.65	Pulverized, lb.45		
Maw, lb.80	Hydrarg. Bichlor., lb.20	Veronal, substitute, oz.90		
Mustard, White, lb.35	Nitroglycerine, 1 p.c. oz.85	Vinegar, Cantharides, lb.80		
Pumpkin, lb.20	Vlemmicks (Calc. Sulph.),60	Wax, Bayberry, lb.60		
Quince, lb.75	" lb.15	Brazi, or Carnauba, lb.60		
Rape, lb.80	Somatose, oz.175	Ceracine, lb.45		
Stavesacre, lb.80	Spartein, Sulph., 1/2 oz., oz.80	Japan, lb.10		
" pulv., lb.80	Sparmaceti, lb.85	Paraffine, lb.90		
Stramonium, lb.80	Spirits Ammon., Aromat, lb.	1.15	White, No. 1, lb.50		
Stropanthus, lb.35	" Camphor, lb.	1.05	White, No. 2, lb.50		
Wormseed, lb.	1.50	Chloroform, lb.25	Yellow (Beeswax), lb.15		
Selenium, in sticks, oz.	2.00	Stannous, Chloride, C.P., oz.60	Xylol, oz.	1.05		
Sunflower, lb.	1.15	Stannic, Chloride, oz.15	Yohimbine, Cryst., 1 gram20		
Silver Bromide, oz.	3.20	Starch, powd., lb.30	" tube, each60		
" Chloride, oz.70	Stearine, lb.60	" Tablets, (tubes of 10),20		
" e, 1/2 oz., each80	Strontia Bromide, lb.10	" each15		
Silver Neoclinaz, oz.	1.10	Carbonate, oz.20	Zinc, Acetate, pure, oz.50		
Nitrate, crys., oz.	1.30	Chlorate, oz.20	Benzoate, oz.20		
Fused, oz.	2.50	Chloride, oz.20	Bromide, oz.85		
Oxide, oz.	2.00	Lactate, oz.20	Carbonate, lb.15		
Sulphate, oz.				" Precip., oz.20		
				Chloride, fused, oz.10		
				" Granul., oz.25		
				Cyanide, oz.40		
				Ferrocyanide, oz.			

TINCTURES

Aconite80
Aloes90
Aloes and myrrh	1.15
Arnica65
Asafoetida	1.20
Belladonna leaves90
Benzoin	1.05
Benzoin, comp.	1.25
Blood Root	1.35
Buchu	1.35
Calendula	1.75
Cannabis Indica	2.25
Capsicum85
Capsicum and myrrh	1.40
Cardamom60
Cardamom, comp.70
Catechu70
Cimifuga	1.15
Cinchona, comp.	1.00
Cinnamon95
Colchicum root	1.00
Colchicum seed	1.00
Columbo70
Cudbear50
Digitalis85
Ferric chloride85
Gelsemium85
Gentian60
Gentian, comp.65
Ginger	1.05
Green Soap60
Guaiaac	1.30
Guaiaac, ammon.	1.20
Hydrastic	2.60
Hysocyanus90
Iodine75
Iodine, colorless80
Iodine, Churchill's	2.00
Ipecac	1.30
Iron, citre-chloride85
Iron, muriate35
Jalap	1.70
Kino	1.45
Krameria90
Lavender Comp.	1.05
Lemon peel	1.70
Lobelia85
Myrrh	1.45
Myrrh and capsicum	1.40
Nutgall	1.20
Nux Vomica80
Opium, camphorated	1.20
Opium (laudanum)	1.30
Orange Peel	1.05
Quassia65
Rhubarb70
Rhubarb, aromatic	1.40
Sanguinaria	1.35
Serpentaria	1.20
Squill80
Stavesacre	1.10
Stramonium80
Tolu	1.25
Valeria80
Valerian, ammoniated85
Veratrum, Viride	1.15
Warburg's	3.10

INDEX TO ADVERTISERS

Ashton & Parsons Ltd	29
Antipon	29
Barber & Co	29
Bengers Food	29
Beetham & Sons	34
Barker & Son, R.	29
Bayer Company	i.f.c.
Betts & Co., Limited	7
Beechams Pills	8
Blackie Robert	29
Canadian National Carbon Co.	3
Clark's Blood Mixture	29
Condy & Mitchell	4
Coutts Sons, F.	29
Dr. Du Maurier Beauty Preparations	
Dulmage Anson	25
Evans Williams	29
Eno's Fruit Salts	
Ellis Son & Paramore	29
Fennings, Alfred	29
French Lick Springs Company	4
Howard & Sons Limited	i.b.c.
Henry, W. and T.	29
Haywood Limited, J. H.	34
Holloway, Thomas	34
Illingsworth Ltd.	27
Ingram & Son, J. G.	7

Jones Bros. & Co., Limited	5
Leto Photo Materials, Ltd.	27
Lyman Bros. & Co., Limited, The	4
Marlatt & Company, J. W.	o.b.c.
Marvel & Company	4
Marmola Company	6
Musical Mdse Sales Company	o.f.c.
Neaves & Co.	
North American Dye Co.	6
Pepsin Syrup Company	31
Prout & Harsant	29
Ridges Food	
Scrubb & Co., Ltd.	29
Stedman, Dr.	29
Shadeine Co., The	29
Squire & Sons	6
Watkins Meter Co.	27
Waterman Company, L. E.	8

LAIT BEETHAM'S
Reg'd *Sarola*

is one of the most popular Toilet Preparations in England, and is specially suited to the extremes of the Canadian climate. It is invaluable for preserving the Skin and Complexion from the effects of exposure to the Sun, Frost, and Cold Winds, and always finds a ready sale wherever introduced.

ADD IT TO YOUR STOCK AND INCREASE YOUR PROFITS!

Sole Proprietors:

M. BEETHAM & SON - CHELTENHAM, England

ESTABLISHED 1837

HOLLOWAY'S PILLS and OINTMENT

have earned for themselves a great reputation for general utility and universal adaptability. They suit dwellers in all countries, and prevent and cure diseases incidental to many climates. Full directions with each box and pot.

Stocked by the leading Wholesale Druggists throughout the Dominion.

Any suggestion for mutual or general advertising welcomed by
THOMAS HOLLOWAY, 113, Southwark St., London, England

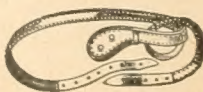
J. H. HAYWOOD, LTD.

CASTLE GATE, NOTTINGHAM. ENG.

INVENTORS
OF
SEAMLESS
ELASTIC
HOSIERY.



SURGICAL APPLIANCE
MANUFACTURERS



Specialities:

Abdominal Belts,
Trusses,
Suspensory Bandages,
Braces,
Elastic Web Bandages,
and Druggists' Sundries.

WRITE FOR PRICE LIST.

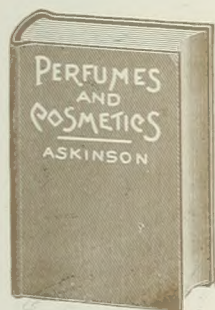
ESTABLISHED 1833.

TELEGRAMS: "APPLIANCE NOTTINGHAM ENG

HOWARDS' IS THE SODII BICARB WITHOUT THAT NAUSEOUS TASTE

associated with the Commercial Product

Howards & Sons, Ltd. (Established 1797) Ilford, London, Eng.



Perfumes and Cosmetics


Perfume Materials, Natural and Synthetic, and
Their Uses in Perfumes and Scented Products

The fifth edition of this standard work on perfumery represents a distinct advance over the previous editions in that it contains a large amount of added material supplied by expert perfumers which not only places the book in strict accordance with the best modern practice, but furnishes the reader with information of a directly practical nature not hitherto given in any work on the subject.

Complete and simple directions are given, including accurate formulae, for the preparation of extracts, toilet waters, cold creams, skin lotions, hair washes and dyes, tooth powders and pastes, sachets, smelling salts and all other cosmetics and scented toilet requisites.

It is a book which is not only complete and practical enough to be indispensable to the maker of any of the products discussed, but which is of great interest to the general public.

As one of America's best known perfumers says,—"It is the best work on the subject in any language and deserves a thorough reading by any one interested in any phase of the perfume industry."

 Copies of this Book sent Prepaid on Receipt of Price.

The Retail Druggist of Canada
51 Wellington West, Toronto

400 Pages
(6 x 9)
Illustrated
Cloth
Binding
Price
\$6.00



Health and Happiness Are Your Birthright

Do You Suffer From:

Distress or pain in the pit of the stomach (especially about two hours after eating); Chronic Dyspepsia; Spells of Indigestion; Sour Stomach; Heart Burn; Feeling like a heavy weight drawn around the waist; Difficult, uneasy, distressful, or painful digestion; Biliousness or Bilious Colic spells; pain in the right side or between or under the shoulder blades; Shifting, Shooting, Biting, Boring, Burning sensations, or pains in right side, or around the waist line below ribs or under shoulder blades. (In some cases pains are felt more in the left side.) Intercostal Neuralgia; Spells of sick headache; Colic; Constipation (in a few cases Diarrhoea) Blues; Piles; Yellow, Sallow, Bloated or Itchy Skin; bad complexion, Gas on Stomach or in Bowels; Fermentation of food generating poisonous gases in the Stomach and Bowels, and absorbed through the blood, causing Anaemia, Pallor, Sallow Skin, Poor Blood, loss of memory, energy; Vitality, all gone; Gloomy, depressed feeling; irritability; languor; constant desire to sigh; poor circulation; cold hands, and feet; gas in stomach; Emaciation (although some seem to gain weight. Consequently the old saying among the Doctors, "Fair, Fat, Forty and Gall Stones.")

**Read This Advertisement
It Will Help Your Sales.**

How Gall Stones Are Removed

Empowering Nature's Eliminating Processes. Gall Stones never form unless there is a stagnation of bile from some cause.

"MARLATT'S" treatment prevents stagnation, and assists Nature.

It is when the health gets below par, when the digestive organs become weakened, when the secretions are too scanty, or of poor quality, when there is an absence of safe natural solvency to take care of the extra load, that biliary stagnation results, that stones form.

When the health is run down, when there is a weakness in the vital, nervous, digestive and secretory forces, Nature's power to prevent Gall Stone formation fails. When Nature's perfect system of checks and balances once becomes upset, the results are very far-reaching. "MARLATT'S SPECIFIC" works with Nature to restore the equilibrium and to intensify the dissolving of the Natural secretions to the end that any existing Gall Stones may be disintegrated and painlessly eliminated.

SOME TYPES OF GALL STONES



Which when removed by "MARLATT'S SPECIFIC" are not as hard as in an operation. "MARLATT'S SPECIFIC" softens them and brings them away without any pain.

**J. W. MARLATT
& COMPANY**



**LABORATORIES
TORONTO, ONT.**